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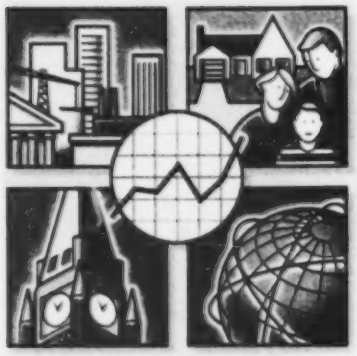

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The Provincial and Territorial Tourism Satellite Accounts for Canada, 1996

This paper highlights the new Provincial and Territorial Tourism Satellite Accounts (PTSA) developed by Statistics Canada. The PTSA provides an economic measure of the importance of tourism in terms of expenditures, Gross Domestic Product and employment for each of the provinces and territories. It permits a comparison of tourism with other industries within a province or territory since the concepts and methods used are based on the framework of the Canadian System of National Accounts. The study revealed that the importance of tourism varies significantly across the provinces and territories in Canada and that international visitors have become increasingly more important to Canadian tourism since the publication of the first Tourism Satellite Account for the year 1988. This paper presents the results of the PTSA for reference year 1996, discusses the concepts and definitions, provides an overview of its methodology and data sources, and makes recommendations for future work.

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Table of contents

1. Introduction 1

2. Background 1

3. Concepts 2

4. Definitions 2

5. Analysis of Results - A Regional Portrait 4

Table 1: Provincial and Territorial Tourism Satellite Accounts: Main Results 1996 Percent 4

6. Conclusions and Recommendations for Future Work 8

APPENDIX A: Data Sources for the Provincial and Territorial Tourism Satellite Account 10

APPENDIX B: Methodology for the Provincial and Territorial Tourism Satellite Account 11

APPENDIX C: Tourism Industries of the Provincial and Territorial Tourism Satellite Account 14

APPENDIX D: Tourism Commodities of the Provincial and Territorial Tourism Satellite Account 16

APPENDIX E: Tourism Trade Balance 17

APPENDIX F: Detailed Tourism Expenditures by Region, 1996 18

Table 1: Tourism Expenditure by Commodity, Canada, 1996 18

Table 1: Tourism Expenditure by Commodity, Newfoundland, 1996 19

Table 1: Tourism Expenditure by Commodity, Prince Edward Island, 1996 20

Table 1: Tourism Expenditure by Commodity, Nova Scotia, 1996 21

Table 1: Tourism Expenditure by Commodity, New Brunswick, 1996 22

Table 1: Tourism Expenditure by Commodity, Quebec, 1996 23

Table 1: Tourism Expenditure by Commodity, Ontario, 1996 24

Table 1: Tourism Expenditure by Commodity, Manitoba, 1996 25

Table 1: Tourism Expenditure by Commodity, Saskatchewan, 1996 26

Table 1: Tourism Expenditure by Commodity, Alberta, 1996 27

Table 1: Tourism Expenditure by Commodity, British Columbia, 1996 28

Table 1: Tourism Expenditure by Commodity, Yukon, 1996 29

Table 1: Tourism Expenditure by Commodity, Northwest Territories, 1996 30

APPENDIX G: Detailed GDP and Employment for Tourism and Non-Tourism Industries by Region, 1996 31

Table 2: GDP and Employment for Tourism and Non-Tourism Industries, Canada, 1996 31

Table 2: GDP and Employment for Tourism and Non-Tourism Industries, Newfoundland, 1996 32

Table 2: GDP and Employment for Tourism and Non-Tourism Industries, Prince Edward Island, 1996 33

Table 2: GDP and Employment for Tourism and Non-Tourism Industries, Nova Scotia, 1996 34

Table 2: GDP and Employment for Tourism and Non-Tourism Industries, New Brunswick, 1996 35

Table 2: GDP and Employment for Tourism and Non-Tourism Industries, Quebec, 1996 36

Table 2: GDP and Employment for Tourism and Non-Tourism Industries, Ontario, 1996 37

Table 2: GDP and Employment for Tourism and Non-Tourism Industries, Manitoba, 1996 38

Table 2: GDP and Employment for Tourism and Non-Tourism Industries, Saskatchewan, 1996 39

Table 2: GDP and Employment for Tourism and Non-Tourism Industries, Alberta, 1996 40

Table 2: GDP and Employment for Tourism and Non-Tourism Industries, British Columbia, 1996 41

Table 2: GDP and Employment for Tourism and Non-Tourism Industries, Yukon, 1996 42

Table 2: GDP and Employment for Tourism and Non-Tourism Industries, Northwest Territories, 1996 43

Glossary 44

Reference Documents 46

Technical Series 47

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The Provincial and Territorial Tourism Satellite Accounts for Canada, 1996

by Conrad Barber-Dueck and Demi Kotsovos[1]

1. Introduction

The measurement of the economic impact of tourism has attracted increasing world-wide interest in the past few years. The development of a National Tourism Satellite Account (TSA) in Canada (1994) as well as a set of current quarterly indicators (1996) have been in response to a demand for this information. Statistics Canada has now taken the analysis of tourism a step further with the development of the Provincial and Territorial Tourism Satellite Accounts (PTSA). The development of these accounts has come primarily at the request of the tourism community in Canada. The new regional accounts increase the analytical capability and further the understanding of tourism across Canada. The PTSA is designed to measure the importance of tourism in terms of expenditures, Gross Domestic Product (GDP) and employment. The concepts and methods used in the PTSA generally follow the set of international TSA guidelines adopted by the United Nations Statistical Commission (UN) and strictly adhere to the principles of the System of National Accounts (SNA).

As a separate or satellite account, the PTSA explicitly defines the tourism industry within the national accounts statistical system and measures its economic contribution to the economy. With its foundation in the framework of the Canadian SNA, the PTSA allows for a comparison of tourism with other industries within a province or territory as well as the relative importance of tourism among provinces and territories. A tourism satellite account also provides the statistical basis for the development of tourism impact models. Thus, the PTSA can contribute to government policy-making and business decisions concerning tourism. This document discusses the concepts and definitions used, and highlights the results of the PTSA by region for reference year 1996. The appendices include an overview of the methodology and data sources, the detailed tables showing tourism expenditures and GDP, as well as employment for each region, a list of tourism industries and commodities, and a glossary.

2. Background

In 1994, Statistics Canada first released Tourism Satellite Account results for the Canadian economy. This work was prompted by a National Task Force on tourism that recommended the development of a TSA. The Task Force consisted of representatives from the federal, provincial and territorial governments, along with institutions and industry groups that were interested in tourism. Among other things, they drew up list of the commodities and industries that were important to tourism. Based on this initial work, Statistics Canada has since released updates of the TSA and currently produces timely quarterly information through its National Tourism Indicators program.

Canada has been on the forefront of a world-wide trend in the development of economic tourism statistics. Approximately a dozen countries have now constructed National Tourism Satellite Accounts and, according to the World Tourism Organisation (WTO), about 25 more countries are in the process of developing them. The large number of countries indicates the usefulness and acceptance of the Tourism Satellite Accounts world-wide. In March 2000, the United Nations Statistical Commission adopted a set of international guidelines. This development was the culmination of years of work by a number of statistical agencies and international organisations (OECD, EUROSTAT, and the World Tourism Organisation) from around the globe[2].

The interest in TSAs has mostly been demonstrated through national level accounts however some work has been done internationally on regional tourism accounts. Norway has completed a tourism satellite account at the county level while France has done development work on regional account.

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2. *See Tourism Satellite Account - Recommended Methodological Framework. Organisation for Economic Co-operation and Development, the Statistical Office of the European Communities, the United Nations and World Tourism Organisation, May 2001.*

Before the PTSA was developed, a feasibility study was undertaken by Statistics Canada for the Canadian Tourism Commission and the province of Quebec and in conjunction with other provincial tourism departments. The study concluded that the account could be accurately estimated, and supported the choice of 1996 as a possible reference year. This year was selected for several reasons. First, this was the earliest year for which provincial Input-Output (I-O) tables were available by province and territory based on the new 1993 SNA guidelines. It was also the most current provincial I-O data available, not subject to revision, when the project started. Data for the year 1996 was also based on the Standard Industrial Classification (SIC) system, rather than the new North American Industrial Classification system (NAICS). This allowed for better analysis between 1996 and the National Tourism Satellite Account for 1992 (and 1988) using the SIC. Employment by industry, as well as travel demand data, was also available for this reference year.

An important consideration in the choice of reference year is one of timeliness. When this study is published, nearly five and half years will have elapsed since the reference year (i.e. 1996). Two factors provide the major reasons for this delay. First, the final provincial I-O tables, on which the PTSA are heavily based, are not released until three years past the reference year. Second, this was a pilot project and therefore required a considerable amount of development work. This work had to be done after the release of the provincial I-O account. Subsequent work on the PTSA will not require the development work to be redone thereby allowing for improved timeliness. There is also a possibility that a provincial/territorial tourism indicators program will be undertaken thus further decreasing the amount of time between the reference year and the publication date.

3. Concepts

The PTSA is based on the accounting principles of the System National Accounts. This internationally recognised system is an integrated framework of statistics that allows for the measurement of a country's economic production. The national accounts measure the production, the use and the importance of goods and services in the entire economy as well as the income and the disposition of such products by the various industries or groups that make up the economy. It outlines the structure of the economy and the contribution of each industry.

Satellite accounts, such as the PTSA, have the structure and principles of the national accounts but are developed as an extension to the national accounts system - thus the name "satellite". The subject matter of the satellite account usually can not be explicitly found in the core account and thus a special calculation is required. Satellite accounts tend to focus on specific aspects, be it social or economic, such as tourism, transportation, or environment. Their presentation and adherence to national accounting principles allows an analyst to compare the satellite account (or area of interest) with the entire economy as measured by the SNA. With the tourism satellite account, one can therefore answer the question, how important is tourism in Canada.

For the tourism satellite account, the Input-Output tables in the SNA are particularly important. These tables measure and analyse productive activity in the economy focusing on the producers and purchasers of commodities within the various industries. They show the total output and use of commodities by industries, as well as the primary costs (or inputs) associated with production of the commodities. As mentioned earlier, tourism is not an industry identified within the SNA. It is dependent on the consumer's purchases as a tourist, rather than on the production of certain goods and services. Constructing the PTSA, therefore, requires splitting industries into their tourism and non-tourism components. By aggregating the value added for the each tourism component, tourism GDP may be calculated.

4. Definitions

At the core of the PTSA is the definition of tourism. **Tourism** is currently defined as "the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes". This is the definition adopted by the World Tourism Organisation and the United Nations Statistical Commission. The definition is broad in that both personal and business travel are included in tourism. It also does not precisely define the notion of usual environment, thereby allowing a country to apply the tourism concept to its own specifications. For operational purposes, Canada has defined the concept of outside the **"usual environment"** as greater than 80 kilometres one way from home. Several important exceptions are made to the definition. Commuting, travel for education, by armed forces, and diplomats as well as migration are not included in the estimates. On the other hand, crossing an international boundary is considered tourism no matter the distance travelled.

Tourism consists of a mix of industries and parts of industries and the various commodities they produce. An industry is a grouping of establishments that provide similar commodities to businesses and persons. A **tourism industry** is defined as an industry that provides tourism commodities to visitors and would cease to exist without tourism or would continue to exist only at a significantly reduced level of activity (see Appendix C for a list of tourism industries). A **tourism commodity** is a good or service for which a significant part of its total demand comes from visitors. Therefore, air passenger transportation would be a tourism commodity, while groceries, although occasionally bought by tourists, is considered a non-tourist commodity. Most tourism commodities are purchased while travelling, however, an exception is made for goods and services bought solely for the purpose of travel (e.g. motorised mobile homes, tent trailers and luggage). The list of commodities and industries used in the PTSA has not been modified from the national list (see Appendix D for a list of tourism commodities).[3]

Another important factor in the construction of the PTSA is the definition of **tourism supply**. This is the total production of the commodities bought by **tourists**[4] and non-tourists. Interestingly, the supply of a tourism commodity can and usually does exceed tourism demand as defined in the PTSA. This is because tourism supply includes the total production of a tourism commodity whether it was purchased by a tourist or a non-tourist. For example, 100 units of accommodation services, a tourism commodity, may be produced within a given region. However, only 90 of these units may be attributable to tourism activity. Thus, tourism supply for accommodation service, which in this example equals 100, is not equal to tourism demand (90 units). The ratio of tourism demand to supply is useful in identifying the proportion of a tourism commodity that is actually purchased by tourists. It also provides important information for the conversion of commodity data into an industry format. The ratio is also useful in the data validation process especially in the reconciliation of demand and supply estimates, and in estimating the share of an industry's employment that is generated by tourism. (For further details see the methodology in Appendix B).

Tourism demand, as mentioned above, is defined as total spending by tourists. Total tourism demand can be split into several components including domestic demand, international demand and inter-provincial demand. Domestic demand includes the expenditures associated with tourism activity within a given region by residents of that region. In the case of air transportation, the domestic portion of a flight destined to a location outside the region is also included in domestic demand. International demand, which can also be described as exports, consists of the expenditures from non-residents of Canada on tourism. Inter-provincial demand includes the expenditures associated with tourism activity within a given region by residents of another province or territory in Canada. Business, government and personal tourism expenditures are included for all types of demand. The PTSA also calculates tourism import spending, both internationally and in other provinces and territories[5].

Tourism GDP can be defined as the unduplicated value of production, within the boundaries of a region (i.e. province, territory), of goods and services purchased by tourists. In the PTSA, GDP is calculated at factor cost as opposed to market prices.[6] Only direct GDP, as opposed to indirect and induced GDP, is measured. Indirect GDP refers to the downstream effects of economic activity. Although these indirect effects are important, they are beyond the scope of the PTSA. GDP can be calculated as (i) the sum of incomes or (ii) expenditures or (iii) the sum of value added. In the case of tourism, the sum of income approach is used. The components include wages and salaries, supplementary labour income, mixed income and other operating surplus (including profit and depreciation).

Tourism employment is the sum of all employees contributing to tourism production. It consists of both full-time and part-time employment and thus, is not calculated as full-time equivalents. Self-employed persons, employees and unpaid family workers comprise tourism employment. Again, as in the case of GDP, only direct employment is included as opposed to indirect and induced employment.

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3. *The definition for a tourism commodity and tourism industry is based on the National Task Force on Tourism Data, Final Report (March 1989, Statistics Canada).*
4. *In this article, the term tourist also includes same-day visitors.*
5. *Expenditures by residents outside their provincial jurisdiction are defined as imports.*
6. *GDP at factor cost was used instead of basic prices for two main reasons. First, this allowed for better comparisons with the national tourism estimates for the reference years 1988 and 1992. Second, the basic price concept has only recently been adopted into the provincial economic accounts in Canada so existing data sources available during the calculation of the PTSA were available on a factor cost basis. In future PTSA work, the basic price concept will be used.*

5. Analysis of Results - A Regional Portrait

This section presents the result of the PTSA for each region. Table 1 below summarises the main results for 1996. Detailed tables showing tourism trade balances, tourism expenditures and GDP as well as employment for each region are included in the appendices.

In 1996, tourism GDP in Canada stood at 2.3% of the total GDP, a share unchanged from 1992.[7] Tourism's share of total employment was also stable, remaining at 3.7%. Ontario, the largest province according to population and economic output, had the largest total tourism GDP. Quebec was just ahead of BC with the second largest total. However, the importance of tourism varies considerably across the provinces and territories in Canada. Tourism had the largest impact on the economy of the Yukon, British Columbia (BC) and Prince Edward Island (PEI) followed with the second and third highest tourism GDP shares. Saskatchewan had the lowest share.

Table 1: Provincial and Territorial Tourism Satellite Accounts: Main Results 1996
Percent

			Tourism Demand		
Regions / Variables	**Tourism GDP-to-Total GDP**	**Tourism Employment-to-Total Employment**	**Share of Domestic Demand**	**Share of Inter-provincial Demand**	**Share of International Demand**
Newfoundland	2.3	3.9	56.0	28.7	15.3
Prince Edward Island	3.1	4.6	15.7	53.5	30.8
Nova Scotia	2.6	4.1	42.9	32.5	24.6
New Brunswick	2.0	3.6	43.5	34.7	21.8
Quebec	2.2	3.3	52.9	18.3	28.8
Ontario	2.1	3.5	48.1	13.8	38.1
Manitoba	2.3	3.2	49.1	34.6	16.3
Saskatchewan	1.8	3.3	62.6	28.0	9.4
Alberta	2.2	3.9	47.6	24.4	28.0
British Columbia	3.5	4.7	38.3	22.6	39.1
Yukon	4.8	8.1	17.0	20.3	62.7
Northwest Territories & Nunavut	2.1	4.3	42.0	38.4	19.6
Canada, 1996	2.3	3.7	47.2	20.0	32.8

Similar rankings also occurred for tourism employment shares. The employment share is higher than GDP's share of the total economy because tourism tends to be more labour-intensive than other types of economic activity. Yukon had the highest share, again followed by BC and PEI. Manitoba had the lowest share of tourism employment.

One of the major differences in the results from the PTSA compared with past Statistics Canada TSAs is the proportion of total tourism expenditure by non-residents of Canada. In 1996, international exports of tourism (spending by non-residents in Canada) accounted for 32.8% of total tourism expenditure (demand). This was considerably higher than the 22.3% share for international exports in 1992. A weaker Canadian dollar relative to the US dollar may have been a major factor in this increase. A large increase in visitors from countries other than the US, particularly from Asia, could be another important reason for increased international spending in Canada over this time period.

For 1996, the PTSA results show that tourism in Canada is slightly more important than in the US where it represented 2.2% of total GDP in 1997. Results for New Zealand and Australia show similar shares of tourism GDP relative to the total economy (after adjusting for conceptual differences).[8]

7. *See Jacques Delisle, The Canadian Tourism Satellite Account: An Analysis of Results for 1988 and 1992.*
8. *See Australian National Accounts: Tourism Satellite Account, 1997-98, p.8.*

Newfoundland

Tourism GDP represented 2.3% of Newfoundland's economy in 1996, the same as the national average. Tourism employment was just above the Canadian average, accounting for 3.9% of total jobs in the province.

Spending by visitors in Newfoundland, at $570 million, accounted for 1.4% of the Canadian total. This was well below its population share of 1.9%. Residents of Newfoundland were the largest source of tourism expenditure in the province. They generated more than half of total tourism expenditure, the second highest domestic share in Canada. The province attracted less than one percent of total Canadian international tourism demand. Despite this, the province was still able to run a small tourism trade surplus in 1996. In other words, tourists from other regions (both internationally and inter-provincially) spent more money in Newfoundland than residents of the province did in the rest of Canada and abroad.

The largest share of tourism spending in Newfoundland was on transportation at 46.0%, the highest of all the regions. At the same time, this region had the lowest share of spending on accommodation. This divergent result may have been caused by the high percentage of domestic trips that are less likely to require commercial accommodation.

Prince Edward Island

Tourism GDP in Prince Edward Island accounted for 3.1% of the region's economy in 1996, well above the Canadian average. At 4.6%, tourism employment was also above the national average. Given the impact of the building of the Confederation bridge on the province's overall economic activity, the tourism shares may have been somewhat dampened in comparison.

Tourism spending by non-residents of Prince Edward Island accounted for a significant 84% of total tourism demand. In fact, PEI's share of inter-provincial demand was higher than any other province. These strong export numbers resulted in a large provincial tourism trade surplus. A relatively small share of its tourism demand came from domestic sources. However, many of the trips within the province did not exceed 80 kilometres and therefore, are not defined as tourism. This is not surprising given the size of the province.

While travelling outside their own province, residents of PEI tended to spend their money in other provinces rather than internationally. In fact, seven out of ten dollars spent on travel outside was in Canada.

PEI was one of the few regions where transportation was not the most purchased commodity by tourists. The largest spending category belonged to accommodation. Results from the 1996 Canadian Travel Survey indicate that PEI had the lowest rate of trips to visit friends or relatives, a major factor in the region's high accommodation spending. Again, the 80 kilometre limit is likely to have influenced this rate.

Nova Scotia

Tourism demand in Nova Scotia for 1996 reached $1.1 billion, 2.9% of tourism expenditures in Canada. The province had a positive tourism trade balance as a result of attracting other Canadians, as opposed to international visitors, inside its boundaries. If only international tourism was considered, the province's trade balance would actually have been negative. Nova Scotia attracted 2.2% of international tourism expenditures within Canada. While travelling outside the province, Nova Scotians split their spending almost evenly between Canadian and international destinations.

Nova Scotia's tourism shares were above the national averages as 2.6% of the province's GDP and 4.1% of total employment originated from tourism activity. The province was fourth among the jurisdictions for the relative importance of tourism in its economy.

New Brunswick

New Brunswick had 2.0% of its total GDP attributed to tourism and 3.6% of employment, both below the Canadian averages. In fact, New Brunswick had the second lowest share of its economy attributable to tourism with only Saskatchewan being lower. However, New Brunswick's share of the total Canadian tourism GDP compares closely with its 1.9% of economy-wide GDP share at the national level. As was the case for PEI, the province's tourism shares may have been somewhat lowered in comparison to the increased economic activity of building the bridge between these two provinces.

The accommodation industry had the largest tourism derived GDP, accounting for close to one-third of total tourism GDP in the province. Value-added per job for tourism industries stood at $24,800, the lowest of all regions in Canada. Given the importance of labour compensation in GDP, this low outcome was partially the result of the province's reliance on the relatively low-paying accommodation and food & beverage industries.

Quebec

Tourism spending in Quebec for 1996 was $7.9 billion, the second highest total in Canada. The share of tourism spending was almost evenly split between residents of Quebec and non-residents. Quebec had a negative tourism trade balance as non-resident spending in the province was lower than resident spending outside the province.Quebec residents tended to favor international destinations, as opposed to other Canadian destination, while travelling outside their province. Outlays while travelling abroad exceeded those in other provinces by more than a two-to-one ratio.

Of total GDP in Quebec 2.2% was attributable to tourism, just below the Canadian average. The province had one-fifth of total tourism GDP in Canada, slightly below its 21.3% share of the total economy. Tourism employment's share at 3.3% of total employment was also below the Canadian average.

Ontario

Ontario tourism relied heavily on international visitors for its tourism demand in 1996. International visitors accounted for 38 % of tourism demand, one of the largest shares in Canada. Conversely, only one in seven dollars of total demand came from inter-provincial visitors giving Ontario the lowest share of inter-provincial demand for all the provinces. However, as a result of having 41% of total Canadian tourism imports (i.e. Ontario residents buying tourism goods and services in other provinces and internationally), the province had a negative tourism trade balance. Nearly four out of five dollars spent by Ontario residents while travelling outside their province were associated with a trip in a foreign country rather than in other Canadian provinces

Tourism GDP comprised 2.1% of Ontario's total GDP in 1996 and 3.5% of total employment. These levels were both slightly below the national average. Ontario had 36.5% of total tourism GDP in Canada, the largest of any province. However, this level was below Ontario's share of the total Canadian economy, which stood at 40%.

Manitoba

In 1996, tourism demand in Manitoba reached $1.3 billion, 3.3% of the Canadian total. Almost half of this spending was generated by Manitoba residents. The province managed to attract a large number of inter-provincial visitors registering 5.7% of total inter-provincial tourism expenditures. However, with only 1.6% of receipts from international tourism expenditures and a relatively high level of tourism imports, the province had a tourism trade deficit.

Tourism GDP made up 2.3% of total economy production in Manitoba in 1996 and accounted for 3.2% of all jobs. The GDP level equalled the national average while the tourism employment share was the lowest in Canada.

Saskatchewan

Tourism GDP was 1.8% of the Saskatchewan GDP in 1996 and 3.3% of total employment. The GDP share was the lowest of any region in Canada. Notably, it was the industries not typically characteristic of tourism (such as retail trade) that benefited very significantly from tourism activities, with nearly a quarter of tourism GDP in the province.

In 1996, total tourism expenditures in Saskatchewan reached $1.1 billion. Of the amount, nearly two-thirds was attributed to residents of the province. Outlays by international visitors represented less than 10%, the lowest share in the country. These relatively low export numbers, combined with tourism imports, resulted in a negative tourism trade balance.

Alberta

Tourism GDP accounted for 2.2% of total GDP in the province in 1996, below the national average of 2.3%. Alberta was similar to Ontario and Quebec in that non-tourism related industries played a significant role in the economy, potentially reducing tourism's impact. In fact, Alberta's tourism GDP reached a strong 11.7% of the

national total. Tourism employment consisted of 3.9% of total jobs, with the highest number of jobs in the accommodation industry.

Tourism demand in Alberta in 1996 reached $4.4 billion, 11.2%of the national total (higher than its population share). Tourism spending by non-residents accounted for more than half of tourism demand, relying less on visitors from abroad compared to the national estimate. However as a result of strong tourism imports, the province still had a small negative tourism trade balance.

According to the Canadian Travel Survey, a relatively high proportion of Canadian tourists visited Alberta to see its national parks. The province captured an important share of the total accommodation in Canada in line with the fact that tourists in Alberta generally had above average lengths-of-stay.

British Columbia

In 1996, international visitors helped push tourism demand in British Columbia to $7.5 billion. The province had the second highest share of its total expenditure from international tourists. Although BC's share of intra-provincial demand was lower than average, it still managed to attract 15% of the Canadian total, higher than its population share in 1996. These strong results left the province with a positive tourism trade balance. The province had the second lowest share of total trips for the purpose of visiting friends and relatives according to the Canadian Travel Survey, boosting its accommodation industry shares well above the national average.

British Columbia's tourism industry made up 3.5% of total GDP in 1996. This share was the highest of the provinces and second only to the Yukon amongst all the regions in Canada. Tourism in BC accounted for approximately one-fifth of total tourism in Canada, a share well above its 13% share of the total economy. Tourism employment accounted for 4.7% of total jobs in the province.

Yukon

The Yukon had the highest percentage of its GDP originating from tourism of any region in Canada. Its 4.8% share doubled the national average of 2.3%. Tourism employment in the territory led the nation with a total of 8.1% of jobs originating from tourism activity, more than double the national average.

Yukon's strong showing was largely the result of its ability to attract both international and inter-provincial tourists across its borders. Tourism spending by international visitors accounted for almost two-thirds of total demand, the highest share in Canada. As a result, the territory had a tourism trade surplus of $61 million, a strong performance for a province with $100 million of total tourism exports.

The territory also led Canada in several other categories. It had the highest level of tourism GDP per job at $41,900. It also was distinct in its level of accommodation spending. Almost one-third of tourist's spending in the region were spent on accommodation, by far the highest share in the nation. This may reflect both longer stays by visitors and higher priced accommodation.

Northwest Territories and Nunavut[9]

Tourism in the Northwest Territories comprised 2.1% of total GDP in 1996, slightly below the Canada average. However, employment consisted of 4.3% of total jobs in the region, above the national average. Since total employment data in the PTSA includes both full-time and part-time jobs, the divergent GDP and employment results imply that a higher portion of the tourism jobs in the region are part-time or seasonal compared with the Canadian average.

The region was successful in attracting international visitors. This allowed for a positive trade balance in tourism. Accommodation represented by far the largest expenditure component, a phenomena similar to the Yukon and PEI. Residents of the NWT travelled more in other provinces as opposed to internationally; three out of every four dollars spent outside the region was in Canada.

9. *In 1996, Nunavut was part of the Northwest Territories.*

6. Conclusion and Recommendation for Future Work

For the first time, the PTSA provides a macro-economic portrait of the impact of tourism on a regional level across Canada. The tourism account revealed that tourism's importance varies significantly across regions and that the distribution of tourism commodities purchased was also dissimilar. Interestingly, the results may not have varied as much from region to region as may have been expected. Provincial and territorial economies are relatively well diversified. The findings also indicated that international tourists are becoming increasingly important to the tourism industry in Canada, especially in some regions.

A number of data challenges still exist for the PTSA. First, only one year of data exists for the PTSA making analysis difficult. At the national level, Statistics Canada has calculated a TSA for the years 1988 and 1992, as well as 1996, allowing for some inter-temporal comparisons that are currently not available at a provincial level. Second, the PTSA also requires the integration of supply and demand information for smaller regions at a sub-industry level. Statistical sampling for these regions tends to be of a lower quality thus making integration difficult at times. Thirdly, working with Input-Output industries creates issues of confidentiality. The goal of the PTSA is to ensure the greatest possible dissemination of data for all regions. The idea of grouping the provinces together into major geographical regions to circumvent this problem was discarded and an approach involving the aggregation of commodity components or industries was adopted instead. Fourthly, data challenges are also presented in the data for the territories since they are not included as regions of origin in the Canadian Travel Survey. Given these limitations and the fact that Statistics Canada is producing the PTSA for the first time, the provincial and territorial tourism estimates should be treated as provisional and subject to further revision.

Further work is recommended to improve the timeliness of the data as well as provide another year of data to allow for more in depth analysis. Given the importance that provincial Input-Output tables play in the PTSA and the fact that 1998 is the latest year for which such data exists, it is recommended that 1998 would be the next reference year for the PTSA. Calculation of a 1998 PTSA could require the conversion to the NAICS classification system since the newer I-O tables use this system. If funding permits, work on the 1998 PTSA could begin in the summer of 2002, with a completion date in early 2003. Once finished, a feasibility study could be undertaken to determine whether a set of annual tourism indicators could be constructed so that more timely data would be available at a provincial and territorial level.

APPENDICES

1. **Appendix A:** Data Sources for the Provincial Tourism Satellite Account
2. **Appendix B:** Methodology for the Provincial Tourism Satellite Account
3. **Appendix C:** Tourism Industries of the Provincial Tourism Satellite Account
4. **Appendix D:** Tourism Commodities of the Provincial Tourism Satellite Account
5. **Appendix E:** Tourism Trade Balance 1996
6. **Appendix F:** Detailed Tourism expenditures by Region, 1996
7. **Appendix G:** Detailed GDP and Employment for Tourism and Non-tourism Industries by Region, 1996

APPENDIX A: Data Sources for the Provincial and Territorial Tourism Satellite Account (PTSA)

Several main data sources are used for the PTSA. Demand estimates are derived from two main sources, the Canadian Travel survey (CTS) and the International Travel Survey (ITS), both conducted by Statistics Canada. The CTS provides estimates for domestic business and personal tourism expenditure by province and territory. It also supplies estimates that identify the reasons for visiting a region, the duration of stay and the activities undertaken while at the tourist location. The survey is a monthly supplement to the Labour Force Survey (LFS). The CTS provides totals for tourism expenditure, within a given region, as well as inter-provincially (inter-provincial exports and imports). The CTS, however, does not provide travel origin data for the territories, only travel destinations are available. Information from air transportation origin and destination statistics and Statistics Canada's Survey of Household Spending (SHS) along with Input-Output supply data, are used to fill this gap. Data for pre-trip expenses, a portion of domestic demand, used trade and manufacturing data.

The ITS provides estimates for non-resident demand (separately for the US and other countries) within Canada as well as imports of tourism (Canadian spending abroad). This survey was initially conducted to provide estimates for Canada's Balance of Payments with other countries. The "provincial harmonised survey results" were used for the ITS.[10]

Estimates for tourism supply are derived from Statistics Canada's Input-Output system; as are GDP and its components, labour income, mixed income and operating surplus. The Input-Output system is constructed using several large matrices of data that record the inputs (what is needed to make a good or service) and output (the goods and services provided) of 243 industries using 679 commodities. Since 1996 data was used, the industries match the Standard Industrial Classification (SIC) framework[11]. The inputs show the supply of various commodities by industry and therefore tourism supply can be calculated using this data. The I-O system also provides a matrix of value added or GDP. Employment data is found in Statistics Canada's Labour Productivity Database. As its name suggests, this database provides measures of productivity using data from the Statistics Canada's Labour Force Survey (LFS) and the Survey of Employment, Payroll and Hours (SEPH). The labour database uses the same industry classification system as I-O thereby allowing for a straightforward match between the two sets of data.

10. *The so-called provincial ITS harmonized data was based on a set of algorithms developed by the Ontario Ministry of Economic Development, Trade and Tourism (MEDTT) and used by Research Resolutions, a consulting firm, to produce the 1996 report "The Cities Project" for the Canadian Consortium of Municipal Bureaus of Tourism and Convention. The report was released in November 1997.*
11. *The North American Industry Classification System (NAICS) was incorporated in 1997 in the I-O system.*

APPENDIX B: Methodology for the Provincial and Territorial Tourism Satellite Account (PTSA)

The goal of the PTSA is to measure the economic activity of tourism, including tourism GDP, employment, demand and supply. To do this, the PTSA takes demand data from the tourism surveys (i.e. the CTS and the ITS) and calculates its contribution to GDP and employment. However, the source data for tourism is dissimilar in that some is based on commodity detail while other sources are based on industry detail. That is, demand data from the CTS and ITS are built up using commodity details while GDP and employment data use industry breakdowns. Thus, a link needs to be made between commodities and industries. Supply, which can be calculated using either commodity or industry detail, is the linking factor between these variables. A demand/supply ratio, as discussed below, can be calculated for each commodity. This ratio is then moved into the industry framework so that tourism GDP and employment can be estimated using the information provided by the demand surveys.

a. Supply

The starting point for the calculation of supply is the Input-Output (I-O) system, which gives a detailed accounting of all the industries in the economy and the commodities they supply. The first step for the PTSA is to discern the industries that supply tourism commodities to visitors (see appendix C for a complete list of tourism industries). However, the industry categories provided in the published Input-Output system are not detailed enough for the PTSA[12]. For example, the I-O system displays industry estimates only for the total food and beverage industry. The PTSA needs to split this industry, using information from I-O detailed calculations, into sub-industries since some of these sub-industries may not be included in the tourism account. For example, two sub-industries within the food and beverage industry are take-out food restaurants and caterers. Take-out food restaurants are considered a tourism industry and their supply is included in the estimate. Caterers are omitted since they are a non-tourist industry. Similarly, only tourism commodities remain in the calculation of total supply. In other words, only those commodities in the take-out food industry that are purchased by tourists are retained (e.g. meals) while non-tourist commodities are taken out (e.g. royalties).

After the tourism sub-industries and tourism commodities have been identified, supply shares are calculated. The supply shares are equal to a sub-industry's portion of the total output for a commodity within an industry. For example, if two sub-industries each provided one half of an industry's supply of meals, then the supply shares would equal 50% for these commodities for each sub-industry. These shares are used later to allocate demand by industry. It should be noted that taxes were added to all supply estimates obtained from the Input-Output system to move the data from producer prices to purchaser prices, thereby matching the pricing used for the demand data.

A major change in methodology was made in the treatment of travel agencies. In the past only a portion of the tourism supply (gross output) was included in the TSA. This was done because it was believed that a double counting of output would occur if the total was used. However, it was concluded that only commissions (and not commodities sold such as airline tickets) were included in travel agency industry. Therefore, total output of the industry was included. This, in turn, resulted in an increase in demand and GDP of the tourism industry compared to past TSA estimates.

b. Demand

The calculation for tourism demand in the PTSA began with the survey data in the CTS and the ITS. The first step was to split the existing commodity detail provided in the surveys into the detail used in the Input-Output system in order to allow appropriate demand / supply reconciliation. For some commodities, the existing survey data did provide appropriate detail. For example, information for the transportation commodities was sufficient to split these commodities into their I-O counterparts. For accommodation, information on nights spent in different types of accommodation was available from the survey and was used to split the commodities into the I-O classifications. Personal expenditure data from the National Accounts was used to split the remaining commodities into the I-O framework. The personal expenditure data is readily available by province and is part of the I-O system.

Once tourism demand was calculated using the same commodities as supply, supply shares were used to allocate the demand into sub-industries. As mentioned above, if 50% of meals was supplied by a sub-industry, this

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12. The Input-Output "W" or worksheet level data is not detailed enough.

sub-industry would also be allocated 50% of demand. After the demand data was distributed across industries, demand/supply ratios were then calculated for each industry. These ratios are simply the total tourism demand of an industry divided by its total tourism supply. This ratio indicates what portion of an industry's output can be attributed to tourism activity. Thus, if an industry demand / supply ratio equals 40%, this share of the industry's total output comes from tourism. These demand/supply ratios will later be used to calculate tourism GDP and employment. As noted above, tourism supply is larger than tourism demand because it includes the total supply of a tourism industry, rather than just the portion that is attributable to tourism.

To increase the analytical capabilities of the data, demand was split into domestic demand and non-resident demand (exports) by province using information from the CTS and ITS. Export estimates were made for both inter-provincial and international exports of tourism. Data was also calculated for international and inter-provincial imports. The availability of both export and import data allowed for the calculation of tourism trade balance for each province and territory.

Several additions were made to the survey data to provide a more complete estimate of tourism demand (see Table B1). The first of these additions was to include the domestic portion of international trips since this spending is not included in the published CTS estimates. The domestic portion is the Canadian leg of a trip to an international destination. For example, in the case of a person flying to New York from Winnipeg through Toronto, the spending associated with the Winnipeg to Toronto portion of the trip was added to the published survey data. Further, if the international leg of the trip is provided by a domestic carrier, this too is included in the domestic demand total since the service is produced domestically.

The CTS data was adjusted in the case of air, rail and water fares since, in the survey, the total fare was allocated to the province of origin. However, productive activity also occurs at the destination point of the trip. The goal of the PTSA is to measure, as is the case for the provincial I-O account, the location of economic activity rather than the place of residence of those undertaking the economic activity. For example, if a resident of Ontario purchased some goods in Nova Scotia, the GDP resulting from this activity would be allocated to Nova Scotia rather than Ontario, the place of residence of the purchaser. Therefore, a portion of domestic fares was allocated to the province of destination. This adjustment affected only the distribution of demand across provinces and not the national level.

Another calculation was made to include domestic tourism spending in the territories since travel origin data, or tourism spending of residents within their own territory, was not included in the CTS survey. Supply data was available for these commodities. Total demand data was calculated using the national average for demand/supply ratio and multiplying it by total supply for each tourism commodity in the territories. International and inter-provincial demand was then removed from this total leaving only domestic or intra-provincial demand for the territory. The Survey of Household Spending (SHS) and origin and destination air passenger statistics were also used as indicators for demand.

Travel Surveys and Tourism Demand (PTSA)
Reconciliation Table - B1
Canada, 1996

millions of dollars

Tourism Expenditures as per (CTS & ITS)	**$28,963**
Domestic Portion of International Trips	317
Canadian Fares of International Trips	3,478
Domestic Demand (Territories)	63
Tips	377
Pre-Trip Expenditures	1,056
Demand to Supply reconciliation	5,398
Total Adjustments	**10,688**
Total Tourism Demand (PTSA)	**$39,651**

The inclusion of tips was another adjustment to the survey data. Tips were added to the demand estimates of accommodations and restaurants since they are not explicitly captured in the travel surveys.

Pre-trip expenses or spending made by a traveller before a trip but for the sole purpose of travelling was another important addition made. These expenses include motor homes, travel and tent trailers, luggage and travel sets, tents and camping equipment and sleeping bags.[13] The commodities included in pre-trip expenses were calculated using a supply and disposition method. Total exports of these goods were subtracted from total supply (including imports and items manufactured) of these items to obtain total disposition for Canada. Total units of each of these items were then multiplied by the appropriate Input-Output price to get total revenues for pre-trip expenses. The initial calculation was done at the national level since the quality of the inter-provincial trade data for these commodities was considered to be too poor to get accurate results. The Canadian totals were then distributed provincially and by territory using shares for these pre-trip commodities from the final demand I-O table.

A final adjustment to the data arose from the demand/supply reconciliation. As commodities were reconciled between demand and supply for different regions, the ratio of tourism demand to supply for a given commodity was examined. This ratio was at times considered too high or too low relative to other regions, the national average or relative to each other. This was particularly true for small regions and commodities for which little spending occurred. These issues were treated on a case-by-case basis. For example, by adding the information from the two travel surveys with the domestic portion of international trips, total air transportation demand might have reached only 80% of total supply for many regions. The non-tourism exclusions to air travel demand could not account for this 20% difference. Therefore, the 80% total was adjusted upward to reflect a more accurate tourism demand/supply ratio for air transportation. In some cases, tourism demand exceeded supply for a given commodity in a given region. The supply and demand estimates were then examined to see which was of higher statistical quality and an adjustment was made based on this information.

c. GDP

Tourism GDP and its components, labour income, mixed income and other operating surplus, were obtained from the input table of the Input-Output system. GDP was again calculated by sub-industry, just like supply either through information obtained for the sub-industries or, if no information existed, allocated by supply shares. The demand/supply industry ratios were then used to calculate tourism GDP. In other words, if the demand/supply ratio for a given industry was 50%, one half of the industry's GDP was allocated to tourism. This method also allowed for the calculation of tourism labour income, mixed income and operating surplus associated with tourism.

A special calculation was made to derive GDP for the "other industries". These "other industries" (such as retail trade) are defined as non-tourism industries, or industries that do not meet the criteria for tourism industries but obtain some benefit from it. In other words, they produce some commodities bought by tourists. These commodities include groceries, alcoholic beverages from stores, pre-trip expenses, motor vehicle parts and repair and motor vehicle fuel and some other miscellaneous commodities (e.g. toiletries). I-O personal expenditure data were used to distribute these values across I-O commodities. An adjustment was made for imports of these goods since, in some cases, tourism demand exceeded the production of a commodity within a province. These data were then moved into an industry framework using shares of output for these commodities. The totals were then multiplied by input shares so that the GDP components could be isolated.

d. Employment

Like GDP, employment is calculated at the industry level. Therefore, the employment calculation used the same industry ratios as GDP to calculate the tourism portion of each industry. Thus, if the demand/supply ratio for an industry was 50%, half of this industry's employment was allocated to tourism. This calculation was done for all tourism-related industries and then the shares were summed to arrive at total tourism employment within a given province or territory. As mentioned before, employment data by industry was found in Statistics Canada's Labour Productivity Database. The employment data were again available only at an industry level too aggregated for the PTSA. Wages and salaries, from the GDP calculation, were used to allocate employment across the sub-industries.

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13. These commodities were often identified by a number of international organizations (such as the OECD) as single-purpose tourism goods.

APPENDIX C: Tourism Industries of the Provincial and Territorial Tourism Satellite Account

(1980 SIC)

Air Transportation

- 4511 - Scheduled air transport industry
- 4512 - Non-scheduled air transport, chartered, industry

Railway Transportation

- 4531 - Railway transport industry

Water Transportation

- 4541 - Freight and passenger water transport industry
- 4542 - Ferry industry
- 4549 - Other water transport industries

Bus Transportation

- 4571 - Urban transit systems industry
- 4572 - Interurban and rural transit systems industry
- 4574 - Charter and sightseeing bus service industry

Taxicabs

- 4581 - Taxicab industry
- 4575 - Limousine service to airports and stations industry

Vehicle Rental and Leasing

- 9921 - Automobile and truck rental and leasing industry

Hotels

- 9111 - Hotels and motor hotels
- 9114 - Guest houses and tourist homes

Motels

- 9112 - Motels

Campgrounds

- 9131 - Camping grounds and travel trailer parks

Other Accommodation

- 9113 - Tourist courts and cabins
- 9141 - Outfitters (hunting and fishing camps)
- 9149 - Other recreation and vacation camps

Food and Beverage Services

- 9211 - Restaurants, licensed
- 9212 - Restaurants, unlicensed (including drive-ins)
- 9213 - Take-out food services
- 9221 - Taverns, bars and night clubs

Recreation and Entertainment

- 8551 - Museums and archives
- 9621 - Regular motion picture theatres
- 9622 - Outdoor motion picture theatres
- 9629 - Motion picture exhibition
- 9631 - Entertainment production companies and artists
- 9639 - Other theatrical and staged entertainment services
- 9641 - Professional sports clubs
- 9643 - Horse race tracks
- 9644 - Other race tracks
- 9651 - Golf courses
- 9652 - Curling clubs
- 9653 - Skiing facilities
- 9654 - Boat rentals and marinas
- 9661 - Gambling operations
- 9691 - Bowling alleys and billiard parlours
- 9692 - Amusement park, carnival and circus operation
- 9694 - Coin-operated amusement services
- 9695 - Roller skating facilities
- 9696 - Botanical and zoological gardens
- 9699 - Other amusement and recreational services n.e.c.
- 9999 - Other services n.e.c.

Travel Services

- 9961 - Ticket and travel agencies
- 9962 - Tour wholesalers

APPENDIX D: Tourism Commodities of the Provincial and Territorial Tourism Satellite Account

Transportation:

- Passenger air
- Passenger rail
- Passenger water
- Interurban, charter and tour bus
- Taxis
- Vehicle rental
- Vehicle repairs and parts
- Vehicle fuel

Accommodation

- Hotels
- Motels
- Camping
- Other accommodation (includes outfitters, commercial cabins and cottages)

Food and beverage services

- Meals from accommodation
- Meals from restaurants
- Alcoholic beverages from accommodation
- Alcoholic beverages from restaurants
- Meals and alcoholic beverages from other tourism industries

Other tourism commodities

- Recreation and entertainment
- Travel agency services
- Convention fees
- Pre-trip expenditures (include tents, camping goods, sleeping bags, luggage, travelsets, motor homes, trailers and semi-trailers of the caravan type for camping)

Non-tourism commodities purchased by tourists

- Groceries
- Beer, wine & liquor from stores
- Urban transit & parking
- Miscellaneous commodities (includes tobacco products, clothing, maps, and souvenirs)

APPENDIX E: Tourism Trade Balance

Provincial and Territorial Tourism Satellite Accounts: Tourism Trade Balance 1996

in millions of dollars

	Total Tourism Trade Balance	Inter-provincial Tourism Trade Balance	International Tourism Trade Balance
Newfoundland	25	-2	27
Prince Edward Island	83	48	35
Nova Scotia	50	56	-6
New Brunswick	-150	14	-164
Quebec	-776	63	-839
Ontario	-2958	-366	-2592
Manitoba	-484	-66	-418
Saskatchewan	-426	-128	-298
Alberta	-406	-63	-344
British Columbia	202	430	-228
Yukon	60	4	56
Northwest Territories & Nunavut	21	9	12
Canada, 1996	-4759	0	-4759

APPENDIX F: Detailed Tourism expenditures by Region, 1996

Table 1: Tourism Expenditure by Commodity, Canada, 1996

Commodities	Domestic Demand (1)	International Demand (Exports) (2)	Inter-Provincial Demand (Exports) (3)	Total Exports (4)=(2)+(3)	Total Demand (5)=(1)+(4)	Total Domestic Supply (6)	Tourism Supply Share (%) (7)=(5)/(6)	Tourism Spending Abroad (International Imports) (8)	Interprovincial Tourism Imports (9)	Total Tourism Imports (10)=(8)+(9)
	(millions of dollars)									
Passenger air	4,285.9	1,939.6	2,756.7	4,696.3	8,982.2	9,414.9	95.4	...	2,756.7	...
Passenger rail	81.5	75.3	24.6	99.9	181.4	197.1	92.0	...	24.6	...
Passenger water	79.5	109.5	14.0	123.5	203.0	228.9	88.7	...	14.0	...
Interurban, charter and tour bus	231.7	228.8	55.9	284.7	516.4	554.5	93.1	...	55.9	...
Taxis	44.8	12.6	94.2	106.8	151.6	1,321.0	11.5	...	94.5	...
Vehicle rental	358.0	429.8	383.9	813.7	1,171.7	1,749.2	67.0	...	383.9	...
Vehicle repairs and parts	560.1	83.8	88.9	172.6	732.8	11,217.2	6.5	...	88.9	...
Vehicle fuel	2,201.1	460.8	464.7	925.5	3,126.6	15,820.3	19.8	...	464.7	...
Total Transportation	**7,842.6**	**3,340.1**	**3,882.8**	**7,223.0**	**15,065.5**	**40,503.0**	**37.2**	**5,449.1**	**3,883.2**	**9,332.3**
Hotels	1,237.9	2,149.3	1,036.0	3,185.4	4,423.3	4,952.5	89.3	...	1,036.0	...
Motels	287.2	543.6	143.5	687.1	974.3	1,031.3	94.5	...	143.5	...
Camping	129.7	158.7	54.1	212.9	342.6	368.4	93.0	...	54.1	...
Other accommodation	242.0	329.3	122.4	451.7	693.7	803.0	86.4	...	122.4	...
Total Accommodation	**1,896.8**	**3,181.0**	**1,356.1**	**4,537.0**	**6,433.8**	**7,155.2**	**89.9**	**5,066.7**	**1,356.1**	**6,422.8**
Meals from accommodation	300.2	226.5	159.5	386.0	686.2	2,224.4	30.8	...	158.7	...
Meals from restaurants	1,514.8	1,476.0	698.6	2,174.7	3,689.4	19,619.4	18.8	...	699.8	...
Alcoholic beverages from accommodation	137.3	126.0	77.6	203.6	340.9	1,528.1	22.3	...	75.6	...
Alcoholic beverages from restaurants	365.9	373.1	155.9	529.0	894.9	5,151.8	17.4	...	158.1	...
Meals and alcoholic beverages from other tourism industries	86.7	84.8	39.1	123.9	210.6	1,102.2	19.1	...	38.4	...
Total Food and Beverage Services	**2,404.8**	**2,286.5**	**1,130.7**	**3,417.2**	**5,822.0**	**29,625.8**	**19.7**	**3,461.4**	**1,130.7**	**4,592.1**
Recreation and entertainment	774.1	1,506.7	344.1	1,850.8	2,624.9	11,194.4	23.4	...	344.1	...
Travel agency services	2,097.1	185.9	333.6	519.5	2,616.6	2,625.6	99.7	...	333.6	...
Convention fees	79.1	34.5	5.6	40.0	119.1	130.4	91.3	...	5.6	...
Pre-trip expenses	1,055.7	-	-	-	1,055.7	1,055.7	100.0	...	-	...
Total Other Tourism Commodities	**4,006.0**	**1,727.0**	**683.3**	**2,410.3**	**6,416.3**	**15,006.1**	**42.8**	**1,600.6**	**683.3**	**2,283.8**
Groceries	774.5	541.7	353.1	894.8	1,669.3	48,730.5	3.4	...	353.1	...
Beer, wine & liquor from stores	150.2	112.3	47.4	159.7	309.9	9,256.6	3.3	...	47.4	...
Urban transit & parking	56.4	43.2	36.4	79.6	136.0	1,571.6	8.7	...	36.1	...
Miscellaneous commodities	1,580.6	1,756.5	460.7	2,217.1	3,797.7	...	...	...	460.7	...
Total Other Commodities Purchased By Tourists	**2,561.7**	**2,453.7**	**897.6**	**3,351.3**	**5,912.9**	...	...	**2,169.3**	**897.2**	**3,066.6**
Total Tourism Expenditures	**18,711.8**	**12,988.3**	**7,950.5**	**20,938.7**	**39,650.5**	...	...	**17,747.2**	**7,950.5**	**25,697.6**

APPENDIX F: Detailed Tourism expenditures by Region, 1996

Table 1: Tourism Expenditure by Commodity, Newfoundland, 1996

Commodities	Domestic Demand (1)	International Demand (Exports) (2)	Inter-Provincial Demand (Exports) (3)	Total Exports (4)=(2)+(3)	Total Demand (5)=(1)+(4)	Total Domestic Supply (6)	Tourism Supply Share (%) (7)=(5)/(6)	Tourism Spending Abroad (International Imports) (8)	Interprovincial Tourism Imports (9)	Total Tourism Imports (10)=(8)+(9)
	(millions of dollars)									
Passenger air	64.3	22.0	77.0	99.0	163.3	171.0	95.5	...	36.2	...
Other transportation	12.8	5.1	13.1	18.3	31.0	53.9	57.5	...	19.2	...
Vehicle repairs, parts and fuel	53.3	5.3	9.2	14.5	67.9	443.2	15.3	...	8.3	...
Total Transportation	**130.4**	**32.4**	**99.3**	**131.8**	**262.2**	**668.1**	**39.2**	**19.5**	**63.8**	**83.3**
Total Accommodation	**31.7**	**19.1**	**24.0**	**43.2**	**74.9**	**83.4**	**89.9**	**15.8**	**24.6**	**40.4**
Total Food and Beverage Services	**37.3**	**10.5**	**15.1**	**25.6**	**62.9**	**331.4**	**19.0**	**10.6**	**23.1**	**33.7**
Rec.& Entertain. and Travel Agencies	25.5	6.8	11.6	18.4	43.9	142.6	30.8	...	18.2	...
Pre-trip expenses	10.0	0.0	0.0	0.0	10.0	10.0	100.0	...	0.0	...
Total Other Tourism Commodities	**35.5**	**6.8**	**11.6**	**18.4**	**53.9**	**152.6**	**35.3**	**5.1**	**18.2**	**23.3**
Groc. & beer, wine & liquor from stores	26.5	5.8	6.0	11.8	38.3	1091.6	3.5	...	10.2	...
Miscellaneous commodities	57.7	12.4	7.8	20.2	77.9	...	...	...	26.0	...
Total Other Commodities Purchased By Tourists	**84.2**	**18.2**	**13.8**	**32.0**	**116.2**	...	...	**8.9**	**36.2**	**45.1**
Total Tourism Expenditures	**319.2**	**87.0**	**163.9**	**251.0**	**570.1**	...	...	**59.9**	**165.8**	**225.8**

APPENDIX F: Detailed Tourism expenditures by Region, 1996

Table 1: Tourism Expenditure by Commodity, Prince Edward Island, 1996

Commodities	Domestic Demand (1)	International Demand (Exports) (2)	Inter-Provincial Demand (Exports) (3)	Total Exports (4)=(2)+(3)	Total Demand (5)=(1)+(4)	Total Domestic Supply (6)	Tourism Supply Share (%) (7)=(5)/(6)	Tourism Spending Abroad (International Imports) (8)	Interprovincial Tourism Imports (9)	Total Tourism Imports (10)=(8)+(9)
	(millions of dollars)									
All passenger transportation	12.4	5.3	7.4	12.7	25.1	32.8	76.5	...	19.2	...
Vehicle repairs, parts and fuel	4.0	4.8	15.7	20.5	24.5	147.8	16.6	...	4.0	...
Total Transportation	**16.4**	**10.1**	**23.0**	**33.1**	**49.5**	**180.5**	**27.4**	**5.3**	**23.2**	**28.6**
Total Accommodation	**2.9**	**18.4**	**30.8**	**49.2**	**52.1**	**56.8**	**91.7**	**6.9**	**8.1**	**15.0**
Total Food and Beverage Services	**1.4**	**12.0**	**21.4**	**33.4**	**34.8**	**146.1**	**23.8**	**3.8**	**7.9**	**11.7**
Rec.& Entertain. and Travel Agencies	2.2	6.5	10.1	16.6	18.9	58.3	32.4	...	5.8	...
Pre-trip expenses	3.4	0.0	0.0	0.0	3.4	3.4	100.0	...	0.0	...
Total Other Tourism Commodities	**5.6**	**6.5**	**10.1**	**16.6**	**22.2**	**61.7**	**36.1**	**2.3**	**5.8**	**8.2**
Groc. & beer, wine & liquor from stores	1.2	3.4	5.8	9.2	10.4	241.1	4.3	...	3.5	...
Miscellaneous commodities	1.9	7.3	9.2	16.4	18.4	...	...	...	4.2	...
Total Other Commodities Purchased By Tourists	**3.1**	**10.7**	**15.0**	**25.7**	**28.8**	...	...	**4.3**	**7.7**	**12.0**
Total Tourism Expenditures	**29.4**	**57.7**	**100.3**	**158.0**	**187.4**	...	...	**22.7**	**52.7**	**75.4**

APPENDIX F: Detailed Tourism expenditures by Region, 1996

Table 1: Tourism Expenditure by Commodity, Nova Scotia, 1996

	Domestic Demand (1)	International Demand (Exports) (2)	Inter-Provincial Demand (Exports) (3)	Total Exports (4)=(2)+(3)	Total Demand (5)=(1)+(4)	Total Domestic Supply (6)	Tourism Supply Share (%) (7)=(5)/(6)	Tourism Spending Abroad (International Imports) (8)	Interprovincial Tourism Imports (9)	Total Tourism Imports (10)=(8)+(9)
Commodities					(millions of dollars)					
Passenger air	99.0	48.5	97.0	145.5	244.5	254.7	96.0	...	109.9	...
Other transportation	18.2	27.2	24.7	51.8	70.1	118.7	59.0	...	33.3	...
Vehicle repairs, parts and fuel	81.3	16.0	32.6	48.6	129.9	820.8	15.8	...	18.9	...
Total Transportation	**198.5**	**91.7**	**154.3**	**246.0**	**444.5**	**1194.3**	**37.2**	**75.0**	**162.1**	**237.2**
Total Accommodation	**37.6**	**64.0**	**70.5**	**134.4**	**172.1**	**188.0**	**91.5**	**89.6**	**57.6**	**147.1**
Total Food and Beverage Services	**63.9**	**39.2**	**60.4**	**99.5**	**163.4**	**791.6**	**20.6**	**54.0**	**42.4**	**96.5**
Rec.& Entertain. and Travel Agencies	47.6	30.6	35.6	66.2	113.8	364.8	31.2	...	28.1	...
Pre-trip expenses	33.4	0.0	0.0	0.0	33.4	33.4	100.0	...	0.0	...
Total Other Tourism Commodities	**81.0**	**30.6**	**35.6**	**66.2**	**147.3**	**398.2**	**37.0**	**22.3**	**28.1**	**50.5**
Groc. & beer, wine & liquor from stores	36.0	15.9	16.8	32.7	68.7	1772.9	3.9	...	9.7	...
Miscellaneous commodities	77.2	41.7	36.6	78.3	155.5	...	...	...	18.2	...
Total Other Commodities Purchased By Tourists	**113.2**	**57.6**	**53.4**	**111.0**	**224.2**	...	...	**47.8**	**27.9**	**75.7**
Total Tourism Expenditures	**494.2**	**283.1**	**374.1**	**657.2**	**1151.4**	...	...	**288.8**	**318.2**	**606.9**

APPENDIX F: Detailed Tourism expenditures by Region, 1996

Table 1: Tourism Expenditure by Commodity, New Brunswick, 1996

Commodities	Domestic Demand (1)	International Demand (Exports) (2)	Inter-Provincial Demand (Exports) (3)	Total Exports (4)=(2)+(3)	Total Demand (5)=(1)+(4)	Total Domestic Supply (6)	Tourism Supply Share (%) (7)=(5)/(6)	Tourism Spending Abroad (International Imports) (8)	Interprovincial Tourism Imports (9)	Total Tourism Imports (10)=(8)+(9)
	(millions of dollars)									
Passenger air	44.6	8.8	22.8	31.6	76.2	79.6	95.7	...	55.7	...
Other transportation	24.2	8.8	13.0	21.8	46.0	88.1	52.2	...	11.5	...
Vehicle repairs, parts and fuel	56.1	10.0	36.5	46.5	102.6	693.4	14.8	...	26.3	...
Total Transportation	**124.8**	**27.7**	**72.2**	**99.9**	**224.7**	**861.2**	**26.1**	**65.2**	**93.4**	**158.6**
Total Accommodation	**31.4**	**40.2**	**59.6**	**99.8**	**131.2**	**144.7**	**90.7**	**93.5**	**32.7**	**126.1**
Total Food and Beverage Services	**40.7**	**35.4**	**55.2**	**90.6**	**131.3**	**635.6**	**20.7**	**63.0**	**39.1**	**102.1**
Rec.& Entertain. and Travel Agencies	18.4	26.0	21.0	46.9	65.3	229.0	28.5	...	26.9	...
Pre-trip expenses	25.6	0.0	0.0	0.0	25.6	25.6	100.0	...	0.0	...
Total Other Tourism Commodities	**44.0**	**26.0**	**21.0**	**46.9**	**90.9**	**254.6**	**35.7**	**36.3**	**26.9**	**63.2**
Groc. & beer, wine & liquor from stores	23.6	8.8	18.0	26.8	50.4	1,361.6	3.7	...	15.9	...
Miscellaneous commodities	45.4	16.9	21.1	38.0	83.4	...	...	...	24.7	...
Total Other Commodities Purchased By Tourists	**69.0**	**25.7**	**39.1**	**64.8**	**133.8**	...	...	**61.3**	**40.6**	**101.9**
Total Tourism Expenditures	**309.9**	**155.0**	**247.1**	**402.1**	**712.0**	...	...	**319.2**	**232.7**	**551.9**

APPENDIX F: Detailed Tourism expenditures by Region, 1996

Table 1: Tourism Expenditure by Commodity, Quebec, 1996

Commodities	Domestic Demand (1)	International Demand (Exports) (2)	Inter-Provincial Demand (Exports) (3)	Total Exports (4)=(2)+(3)	Total Demand (5)=(1)+(4)	Total Domestic Supply (6)	Tourism Supply Share (%) (7)=(5)/(6)	Tourism Spending Abroad (International Imports) (8)	Interprovincial Tourism Imports (9)	Total Tourism Imports (10)=(8)+(9)
	(millions of dollars)									
Passenger air	844.0	261.0	625.0	886.0	1,730.0	1,819.0	95.1	...	187.3	...
Other transportation	175.2	164.6	91.6	256.3	431.5	857.4	50.3	...	119.5	...
Vehicle repairs, parts and fuel	676.7	88.3	79.3	167.6	844.3	6,422.2	13.1	...	121.8	...
Total Transportation	**1,695.9**	**513.9**	**795.9**	**1,309.9**	**3,005.8**	**9,098.6**	**33.0**	**1,008.5**	**428.6**	**1437.1**
Total Accommodation	**354.0**	**599.7**	**180.9**	**780.6**	**1,134.6**	**1,272.6**	**89.2**	**926.6**	**285.1**	**1211.6**
Total Food and Beverage Services	**567.7**	**413.0**	**160.0**	**572.9**	**1,140.6**	**6,240.6**	**18.3**	**638.7**	**269.7**	**908.4**
Rec.& Entertain. and Travel Agencies	788.4	316.3	121.0	437.3	1,225.7	3,510.7	34.9	...	158.7	...
Pre-trip expenses	218.8	-	-	-	218.8	218.8	100.0	...	-	...
Total Other Tourism Commodities	**1,007.2**	**316.3**	**121.0**	**437.3**	**1,444.5**	**3,729.5**	**38.7**	**242.7**	**158.7**	**401.4**
Groc. & beer, wine & liquor from stores	248.1	95.4	107.1	202.5	450.6	14,619.2	3.1	...	129.4	...
Miscellaneous commodities	288.2	329.5	74.8	404.3	692.5	...	...	...	105.2	...
Total Other Commodities Purchased By Tourists	**536.4**	**424.9**	**181.9**	**606.8**	**1,143.2**	...	...	**290.8**	**234.5**	**525.4**
Total Tourism Expenditures	**4,161.2**	**2,267.8**	**1,439.7**	**3,707.5**	**7,868.7**	...	...	**3,107.3**	**1,376.6**	**4,483.9**

APPENDIX F: Detailed Tourism expenditures by Region, 1996

Table 1: Tourism Expenditure by Commodity, Ontario, 1996

Commodities	Domestic Demand (1)	International Demand (Exports) (2)	Inter-Provincial Demand (Exports) (3)	Total Exports (4)=(2)+(3)	Total Demand (5)=(1)+(4)	Total Domestic Supply (6)	Tourism Supply Share (%) (7)=(5)/(6)	Tourism Spending Abroad (International Imports) (8)	Interprovincial Tourism Imports (9)	Total Tourism Imports (10)=(8)+(9)
	(millions of dollars)									
Passenger air	1,655.6	889.5	705.0	1,594.5	3,250.1	3,398.3	95.6	...	1,388.6	...
Other transportation	345.4	307.1	264.4	571.5	917.0	1,649.1	55.6	...	102.1	...
Vehicle repairs, parts and fuel	1,114.7	237.8	98.1	335.8	1,450.5	10,208.0	14.2	...	77.1	...
Total Transportation	**3,115.7**	**1,434.4**	**1,067.5**	**2,501.9**	**5,617.6**	**15,255.4**	**36.8**	**2,353.6**	**1,567.8**	**3,921.4**
Total Accommodation	**718.3**	**1,190.1**	**300.4**	**1,490.4**	**2,208.7**	**2,461.5**	**89.7**	**2,423.4**	**335.3**	**2,758.7**
Total Food and Beverage Services	**799.6**	**1,060.6**	**241.8**	**1,302.4**	**2,102.1**	**10,735.1**	**19.6**	**1,606.9**	**205.2**	**1,812.1**
Rec.& Entertain. and Travel Agencies	1,183.9	824.9	176.0	1,000.9	2,184.8	5,492.0	39.8	...	123.0	...
Pre-trip expenses	311.2	-	-	-	311.2	311.2	100.0	...	-	...
Total Other Tourism Commodities	**1,495.1**	**824.9**	**176.0**	**1,000.9**	**2,496.0**	**5,803.3**	**43.0**	**739.8**	**123.0**	**862.8**
Groc. & beer, wine & liquor from stores	296.2	283.4	125.9	409.3	705.4	20,674.0	3.4	...	62.8	...
Miscellaneous commodities	575.4	747.8	93.8	841.5	1,416.9	...	...	...	76.8	...
Total Other Commodities Purchased By Tourists	**871.5**	**1,031.2**	**219.6**	**1,250.8**	**2,122.3**	...	...	**1,009.5**	**139.6**	**1,149.1**
Total Tourism Expenditures	**7,000.2**	**5,541.2**	**2,005.2**	**7,546.4**	**14,546.6**	...	...	**8,133.3**	**2,370.9**	**10,504.2**

APPENDIX F: Detailed Tourism expenditures by Region, 1996

Table 1: Tourism Expenditure by Commodity, Manitoba, 1996

Commodities	Domestic Demand (1)	International Demand (Exports) (2)	Inter-Provincial Demand (Exports) (3)	Total Exports (4)=(2)+(3)	Total Demand (5)=(1)+(4)	Total Domestic Supply (6)	Tourism Supply Share (%) (7)=(5)/(6)	Tourism Spending Abroad (International Imports) (8)	Interprovincial Tourism Imports (9)	Total Tourism Imports (10)=(8)+(9)
	(millions of dollars)									
Passenger air	160.9	13.5	194.5	208.0	368.8	388.0	95.1	...	46.7	...
Other transportation	20.4	9.1	17.3	26.4	46.8	103.1	45.4	...	40.3	...
Vehicle repairs, parts and fuel	97.6	11.0	31.0	42.0	139.6	998.0	14.0	...	52.8	...
Total Transportation	**278.8**	**33.6**	**242.8**	**276.4**	**555.2**	**1,489.2**	**37.3**	**152.7**	**139.8**	**292.5**
Total Accommodation	**50.8**	**62.0**	**63.7**	**125.7**	**176.5**	**200.4**	**88.1**	**190.7**	**119.0**	**309.7**
Total Food and Beverage Services	**92.5**	**37.2**	**74.3**	**111.5**	**204.0**	**1,046.9**	**19.5**	**129.6**	**118.9**	**248.5**
Rec.& Entertain. and Travel Agencies	69.0	44.4	27.3	71.7	140.8	451.8	31.2	...	51.9	...
Pre-trip expenses	39.6	-	-	-	39.6	39.6	100.0	...	-	...
Total Other Tourism Commodities	**108.6**	**44.4**	**27.3**	**71.7**	**180.3**	**491.4**	**36.7**	**59.3**	**51.9**	**111.3**
Groc. & beer, wine & liquor from stores	46.8	11.3	16.6	27.9	74.7	2,301.6	3.2	...	31.5	...
Miscellaneous commodities	62.3	23.9	27.1	51.0	113.3	...	...	...	56.5	...
Total Other Commodities Purchased By Tourists	**109.1**	**35.2**	**43.8**	**79.0**	**188.1**	...	...	**98.2**	**88.0**	**186.2**
Total Tourism Expenditures	**639.9**	**212.3**	**451.9**	**664.3**	**1,304.2**	...	...	**630.6**	**517.6**	**1,148.2**

APPENDIX F: Detailed Tourism expenditures by Region, 1996

Table 1: Tourism Expenditure by Commodity, Saskatchewan, 1996

Commodities	Domestic Demand (1)	International Demand (Exports) (2)	Inter-Provincial Demand (Exports) (3)	Total Exports (4)=(2)+(3)	Total Demand (5)=(1)+(4)	Total Domestic Supply (6)	Tourism Supply Share (%) (7)=(5)/(6)	Tourism Spending Abroad (International Imports) (8)	Interprovincial Tourism Imports (9)	Total Tourism Imports (10)=(8)+(9)
	(millions of dollars)									
All passenger transportation	145.7	12.0	76.1	88.2	233.9	280.0	83.5	...	149.9	...
Vehicle repairs, parts and fuel	101.2	8.7	45.0	53.7	154.9	966.5	16.0	...	62.6	...
Total Transportation	**246.9**	**20.8**	**121.1**	**141.9**	**388.8**	**1,246.5**	**31.2**	**101.8**	**212.5**	**314.3**
Total Accommodation	**79.6**	**37.8**	**64.7**	**102.5**	**182.0**	**204.0**	**89.2**	**125.1**	**57.2**	**182.3**
Total Food and Beverage Services	**108.7**	**18.1**	**65.4**	**83.5**	**192.3**	**963.1**	**20.0**	**72.1**	**65.5**	**137.7**
Rec.& Entertain. and Travel Agencies	57.8	12.1	25.9	38.0	95.8	317.0	30.2	...	41.2	...
Pre-trip expenses	48.5	-	-	-	48.5	48.5	100.0	...	-	...
Total Other Tourism Commodities	**106.3**	**12.1**	**25.9**	**38.0**	**144.3**	**365.5**	**39.5**	**43.7**	**41.2**	**85.0**
Groc. & beer, wine & liquor from stores	47.3	5.0	10.6	15.6	62.9	1,901.1	3.3	...	19.4	...
Miscellaneous commodities	112.8	10.8	26.4	37.2	150.1	...	...	...	45.9	...
Total Other Commodities Purchased By Tourists	**160.1**	**15.9**	**37.0**	**52.9**	**213.0**	...	...	**60.3**	**65.3**	**125.6**
Total Tourism Expenditures	**701.6**	**104.6**	**314.1**	**418.7**	**1,120.3**	...	...	**403.1**	**441.8**	**844.8**

APPENDIX F: Detailed Tourism expenditures by Region, 1996

Table 1: Tourism Expenditure by Commodity, Alberta, 1996

	Domestic Demand (1)	International Demand (Exports) (2)	Inter-Provincial Demand (Exports) (3)	Total Exports (4)=(2)+(3)	Total Demand (5)=(1)+(4)	Total Domestic Supply (6)	Tourism Supply Share (%) (7)=(5)/(6)	Tourism Spending Abroad (International Imports) (8)	Interprovincial Tourism Imports (9)	Total Tourism Imports (10)=(8)+(9)
Commodities	(millions of dollars)									
Passenger air	444.5	127.3	285.0	412.3	856.8	897.2	95.5	...	506.4	...
Other transportation	66.2	115.2	45.3	160.5	226.7	412.7	54.9	...	65.5	...
Vehicle repairs, parts and fuel	279.7	39.1	90.4	129.6	409.3	2,672.8	15.3	...	79.3	...
Total Transportation	**790.4**	**281.6**	**420.8**	**702.3**	**1,492.8**	**3,982.6**	**37.5**	**554.3**	**651.2**	**1205.5**
Total Accommodation	**253.4**	**386.8**	**219.6**	**606.5**	**859.9**	**951.5**	**90.4**	**397.7**	**167.2**	**565.0**
Total Food and Beverage Services	**310.0**	**189.6**	**188.4**	**378.0**	**688.0**	**3,355.1**	**20.5**	**277.3**	**146.5**	**423.8**
Rec.& Entertain. and Travel Agencies	273.2	148.5	102.2	250.7	523.9	1,346.1	38.9	...	101.9	...
Pre-trip expenses	154.7	-	-	-	154.7	154.7	100.0	...	-	...
Total Other Tourism Commodities	**427.9**	**148.5**	**102.2**	**250.7**	**678.6**	**1,500.8**	**45.2**	**164.1**	**101.9**	**266.0**
Groc. & beer, wine & liquor from stores	91.4	62.7	42.7	105.4	196.8	5,535.2	3.6	...	43.9	...
Miscellaneous commodities	242.7	175.8	112.6	288.4	531.1	...	...	...	38.4	...
Total Other Commodities Purchased By Tourists	**334.1**	**238.5**	**155.3**	**393.8**	**727.9**	...	...	**195.2**	**82.3**	**277.5**
Total Tourism Expenditures	**2,115.9**	**1,245.0**	**1,086.3**	**2,331.3**	**4,447.2**	...	...	**1,588.6**	**1,149.2**	**2,737.8**

APPENDIX F: Detailed Tourism expenditures by Region, 1996

Table 1: Tourism Expenditure by Commodity, British Columbia, 1996

Commodities	Domestic Demand (1)	International Demand (Exports) (2)	Inter-Provincial Demand (Exports) (3)	Total Exports (4)=(2)+(3)	Total Demand (5)=(1)+(4)	Total Domestic Supply (6)	Tourism Supply Share (%) (7)=(5)/(6)	Tourism Spending Abroad (International Imports) (8)	Interprovincial Tourism Imports (9)	Total Tourism Imports (10)=(8)+(9)
	(millions of dollars)									
Passenger air	808.4	556.9	660.0	1,216.9	2,025.3	2,127.0	95.2	...	245.5	...
Other transportation	111.3	199.5	84.8	284.3	395.5	654.1	60.5	...	158.0	...
Vehicle repairs, parts and fuel	295.8	115.0	110.7	225.7	521.5	3,565.9	14.6	...	102.4	...
Total Transportation	**1,215.5**	**871.4**	**855.4**	**1,726.8**	**2,942.3**	**6,347.0**	**46.4**	**1,102.8**	**505.9**	**1,608.7**
Total Accommodation	**329.1**	**724.6**	**317.0**	**1,041.6**	**1,370.7**	**1,511.9**	**90.7**	**790.1**	**254.4**	**1,044.5**
Total Food and Beverage Services	**367.8**	**457.2**	**244.2**	**701.3**	**1,069.1**	**5,240.8**	**20.4**	**600.1**	**211.0**	**811.1**
Rec.& Entertain. and Travel Agencies	477.4	301.5	150.3	451.8	929.2	1,988.3	46.7	...	124.6	...
Pre-trip expenses	205.5	-	-	-	205.5	205.5	100.0	...	-	...
Total Other Tourism Commodities	**682.9**	**301.5**	**150.3**	**451.8**	**1,134.7**	**2,193.9**	**51.7**	**281.2**	**124.6**	**405.8**
Groc. & beer, wine & liquor from stores	104.8	157.7	49.4	207.1	311.9	8,243.8	3.8	...	73.8	...
Miscellaneous commodities	170.0	423.2	81.3	504.5	674.5	...	...	...	97.8	...
Total Other Commodities Purchased By Tourists	**274.8**	**580.9**	**130.7**	**711.6**	**986.3**	...	...	**389.2**	**171.6**	**560.8**
Total Tourism Expenditures	**2,870.0**	**2,935.6**	**1,697.6**	**4,633.1**	**7,503.1**	...	...	**3,163.4**	**1,267.5**	**4,431.0**

APPENDIX F: Detailed Tourism expenditures by Region, 1996

Table 1: Tourism Expenditure by Commodity, Yukon, 1996

Commodities	Domestic Demand (1)	International Demand (Exports) (2)	Inter-Provincial Demand (Exports) (3)	Total Exports (4)=(2)+(3)	Total Demand (5)=(1)+(4)	Total Domestic Supply (6)	Tourism Supply Share (%) (7)=(5)/(6)	Tourism Spending Abroad (International Imports) (8)	Interprovincial Tourism Imports (9)	Total Tourism Imports (10)=(8)+(9)
	(millions of dollars)									
All passenger transportation	7.6	12.4	7.5	19.9	27.5	32.5	84.6	...	15.4	...
Vehicle repairs, parts and fuel	0.2	6.2	2.4	8.5	8.7	57.3	15.2	...	0.0	...
Total Transportation	**7.7**	**18.6**	**9.9**	**28.5**	**36.2**	**89.8**	**40.3**	**5.6**	**15.5**	**21.1**
Total Accommodation	**4.5**	**25.3**	**8.7**	**34.0**	**38.6**	**43.0**	**89.7**	**4.6**	**2.3**	**6.9**
Total Food and Beverage Services	**4.2**	**12.7**	**3.3**	**16.0**	**20.2**	**78.8**	**25.6**	**3.5**	**1.0**	**4.5**
Rec.& Entertain. and Travel Agencies	1.3	7.8	0.8	8.6	9.8	31.0	31.7	...	1.6	...
Pre-trip expenses	2.4	-	-	-	2.4	2.4	100.0	...	-	...
Total Other Tourism Commodities	**3.7**	**7.8**	**0.8**	**8.6**	**12.2**	**33.4**	**36.6**	**2.8**	**1.6**	**4.5**
Groc. & beer, wine & liquor from stores	0.2	2.6	0.4	3.0	3.3	76.2	4.3	...	0.1	...
Miscellaneous commodities	0.1	8.5	1.4	9.9	9.9	...	...	...	-0.0	...
Total Other Commodities Purchased By Tourists	**0.3**	**11.1**	**1.8**	**12.9**	**13.2**	...	...	**2.5**	**0.1**	**2.5**
Total Tourism Expenditures	**20.4**	**75.4**	**24.5**	**99.9**	**120.3**	...	...	**19.0**	**20.4**	**39.5**

APPENDIX F: Detailed Tourism expenditures by Region, 1996

Table 1: Tourism Expenditure by Commodity, Northwest Territories, 1996

Commodities	Domestic Demand (1)	International Demand (Exports) (2)	Inter-Provincial Demand (Exports) (3)	Total Exports (4)=(2)+(3)	Total Demand (5)=(1)+(4)	Total Domestic Supply (6)	Tourism Supply Share (%) (7)=(5)/(6)	Tourism Spending Abroad (International Imports) (8)	Interprovincial Tourism Imports (9)	Total Tourism Imports (10)=(8)+(9)
	(millions of dollars)									
All passenger transportation	20.7	1.8	17.7	19.5	40.2	48.2	83.3	...	19.3	...
Vehicle repairs, parts and fuel	0.8	2.2	2.8	5.0	5.8	41.6	14.0	...	-0.0	...
Total Transportation	**21.5**	**4.0**	**20.5**	**24.5**	**46.0**	**89.8**	**51.2**	**4.8**	**19.3**	**24.1**
Total Accommodation	**3.4**	**12.9**	**16.2**	**29.2**	**32.6**	**37.6**	**86.8**	**2.7**	**12.7**	**15.4**
Total Food and Beverage Services	**10.9**	**1.2**	**1.2**	**2.4**	**13.3**	**60.7**	**21.9**	**1.8**	**0.3**	**2.1**
Rec.& Entertain. and Travel Agencies	5.7	1.6	1.4	3.0	8.7	18.9	45.7	...	1.3	...
Pre-trip expenses	2.6	-	-	-	2.6	2.6	100.0	...	-	...
Total Other Tourism Commodities	**8.2**	**1.6**	**1.4**	**3.0**	**11.2**	**21.5**	**52.2**	**0.6**	**1.3**	**1.9**
Groc. & beer, wine & liquor from stores	2.7	1.9	1.2	3.1	5.8	168.6	3.5	...	0.4	...
Miscellaneous commodities	3.2	1.8	5.0	6.9	10.1	...	...	...	3.0	...
Total Other Commodities Purchased By Tourists	**5.9**	**3.7**	**6.3**	**10.0**	**16.0**	...	...	**1.3**	**3.4**	**4.8**
Total Tourism Expenditures	**50.0**	**23.4**	**45.7**	**69.1**	**119.1**	...	...	**11.3**	**37.0**	**48.3**

APPENDIX G: Detailed GDP and Employment for Tourism and Non-tourism Industries by Region, 1996

Table 2: GDP and Employment for Tourism and Non-Tourism Industries, Canada, 1996

Industry	Labour Income	Net Income of Unincorporated Business	Other Operating Surplus	GDP at Factor Cost	Number of Jobs	Labour Compensation per Job	GDP per Job	Tourism's Share of Total Industry's GDP (2)
	(millions of dollars)				('000)	dollars	dollars	(%)
Tourism activities:								
Air transportation	2,505.3	-	446.9	2,952.2	56.5	44,400	52,300	69.1
Railway transportation	143.7	-	242.0	385.7	2.4	60,700	162,900	11.4
Water transportation	70.3	-	17.4	87.7	1.5	48,500	60,500	4.7
Bus transportation	148.9	2.8	72.4	224.0	7.1	21,400	31,600	6.0
Taxicabs	28.5	26.7	13.5	68.6	4.0	13,700	17,000	11.6
Vehicle rental	216.7	12.6	475.6	704.8	8.0	28,800	88,300	18.4
Total Transportation	**3,113.3**	**42.1**	**1,267.7**	**4,423.1**	**79.4**	**39,800**	**55,700**	**25.0**
Hotels	2,161.5	130.4	767.6	3,059.5	90.2	25,500	34,000	63.9
Motels	403.8	25.7	148.8	578.3	17.0	25,300	34,000	81.2
Camping	104.0	6.0	58.2	168.3	4.5	24,700	37,800	88.9
Other accommodation	338.0	10.8	110.4	459.2	13.9	25,200	33,100	58.5
Total Accommodation	**3,007.3**	**173.0**	**1,085.0**	**4,265.3**	**125.6**	**25,400**	**34,000**	**65.9**
Food and Beverage Services	**1,647.7**	**145.5**	**275.9**	**2,069.1**	**115.7**	**15,500**	**17,900**	**17.5**
Recreation and Entertainment	**906.4**	**72.9**	**316.3**	**1,295.7**	**52.5**	**18,700**	**24,700**	**22.4**
Travel Agencies	**1,001.2**	**11.1**	**211.2**	**1,223.4**	**31.2**	**32,500**	**39,200**	**98.4**
Total Tourism Industries	**9,675.9**	**444.6**	**3,156.1**	**13,276.6**	**404.5**	**25,100**	**32,900**	**30.9**
Other Industries	**2,580.6**	**124.4**	**943.0**	**3,648.0**	**103.0**	**26,300**	**35,500**	...
Total Tourism Activities	**12,256.4**	**569.0**	**4,099.1**	**16,924.6**	**507.5**	**25,300**	**33,400**	...
Non-Tourism Activities:								
Agriculture	3,264	4,112	6,203	13,579	533	13,900	25,500	
Fishing and trapping	255	512	329	1,095	27	28,000	40,000	
Logging and forestry	2,987	485	2,257	5,729	65	53,500	88,300	
Mining and oil wells	8,854	137	24,615	33,606	154	58,600	218,900	
Manufacturing	78,875	364	55,126	134,365	1,826	43,400	73,600	
Construction	28,102	4,081	4,731	36,914	928	34,700	39,800	
Transportation and storage	14,715	1,606	7,662	23,983	465	35,100	51,600	
Communications	10,671	126	10,369	21,166	269	40,200	78,800	
Other utilities	6,151	13	18,703	24,867	109	56,400	227,200	
Wholesale trade	27,838	643	9,723	38,204	686	41,600	55,800	
Retail trade	29,449	2,640	5,286	37,375	1,657	19,400	22,600	
Finance, insurance & real estate	33,352	20,463	60,244	114,059	772	69,800	147,900	
Business services	26,067	5,211	5,459	36,737	895	35,000	41,100	
Other industries (1)	145,734	12,180	26,000	183,914	4,924	32,100	37,400	
Total non-tourism activities	**416,313**	**52,574**	**236,706**	**705,593**	**13,309**	**35,300**	**53,100**	
Total Economy	**428,569**	**53,143**	**240,805**	**722,517**	**13,816**	**34,900**	**52,300**	
of which: Business sector	**313,268**	**53,143**	**224,151**	**590,562**	**10,750**	**34,100**	**55,000**	

(1) Including government and non-profit institutions.
(2) Percentage of an industry's GDP that comes from satisfying tourism demand. "Total industry's GDP" is a broad variable as it also includes freight activities.

APPENDIX G: Detailed GDP and Employment for Tourism and Non-tourism Industries by Region, 1996

Table 2: GDP and Employment for Tourism and Non-Tourism Industries, Newfoundland, 1996

Industry	Labour Income	GDP at Factor Cost	Number of Jobs	GDP per Job	Tourism's Share of Total Industry's GDP (2)
	(millions of dollars)		('000)	dollars	(%)
Tourism activities:					
Air transportation	41.0	54.7	x	x	67.5
Other passenger transportation	7.4	18.3	x	x	10.0
Total Transportation	**48.5**	**73.0**	**1.8**	**41,500**	**27.7**
Total Accommodation	**38.9**	**49.1**	**x**	**x**	**63.4**
Food and Beverage Services	**17.1**	**21.6**	**x**	**x**	**16.4**
Accommodation & Food and Beverage	**56.1**	**70.7**	**2.8**	**24,900**	**33.9**
Recreation and Entertainment	**5.9**	**10.8**	**x**	**x**	**20.7**
Travel Agencies	**6.0**	**7.4**	**x**	**x**	**98.3**
Total Tourism Industries	**116.5**	**161.9**	**5.1**	**31,700**	**30.4**
Other Industries	**32.1**	**43.6**	**1.7**	**25,800**	**...**
Total Tourism Activities	**148.6**	**205.5**	**6.8**	**30,200**	**...**
Non-Tourism Activities:					
Agriculture	17	33	1	28,800	
Fishing and trapping	17	176	4	42,300	
Logging and forestry	57	91	1	67,000	
Mining and oil wells	245	398	3	116,800	
Manufacturing	382	673	11	62,300	
Construction	579	712	13	55,000	
Transportation and storage	155	249	5	46,700	
Communications	149	312	5	62,000	
Other utilities	114	404	3	160,900	
Wholesale trade	229	326	6	50,600	
Retail trade	407	526	27	19,400	
Finance, insurance & real estate	237	1,356	6	213,200	
Business services	185	255	5	46,800	
Other industries (1)	2,507	3,132	77	40,500	
Total non-tourism activities	**5,279**	**8,645**	**170**	**51,000**	
Total Economy	**5,428**	**8,851**	**176**	**50,200**	
of which: Business sector	**3,238**	**6,263**	**118**	**53,300**	

(1) Including government and non-profit institutions.
(2) Percentage of an industry's GDP that comes from satisfying tourism demand. "Total industry's GDP" is a broad variable as it also includes freight activities.

APPENDIX G: Detailed GDP and Employment for Tourism and Non-tourism Industries by Region, 1996

Table 2: GDP and Employment for Tourism and Non-Tourism Industries, Prince Edward Island, 1996

Industry	Labour Income	GDP at Factor Cost	Number of Jobs	GDP per Job	Tourism's Share of Total Industry's GDP (2)
	(millions of dollars)		('000)	dollars	(%)
Tourism activities:					
Total Transportation	**7.3**	**12.3**	**0.2**	**49,500**	**19.7**
Total Accommodation	**21.8**	**32.2**	**x**	**x**	**71.7**
Food and Beverage Services	**9.7**	**12.0**	**x**	**x**	**22.1**
Accommodation & Food and Beverage	**31.6**	**44.2**	**1.6**	**27,200**	**44.6**
Recreation and Entertainment	**3.3**	**5.6**	**x**	**x**	**28.6**
Travel Agencies	**1.9**	**2.3**	**x**	**x**	**98.3**
Total Tourism Industries	**44.1**	**64.3**	**2.2**	**29,200**	**34.8**
Other Industries	**9.2**	**13.2**	**0.5**	**26,600**	...
Total Tourism Activities	**53.3**	**77.5**	**2.7**	**28,700**	...
Non-Tourism Activities:					
Agriculture	46	125	5	23,600	
Fishing and trapping	12	54	2	30,800	
Logging and forestry	5	17	0	148,800	
Mining and oil wells	1	2	0	57,700	
Manufacturing	117	208	5	45,300	
Construction	231	260	5	47,900	
Transportation and storage	47	78	2	43,900	
Communications	30	71	1	101,300	
Other utilities	14	33	0	146,300	
Wholesale trade	66	95	2	44,300	
Retail trade	116	153	7	20,600	
Finance, insurance & real estate	80	416	2	211,100	
Business services	32	53	1	36,200	
Other industries (1)	670	833	23	35,800	
Total non-tourism activities	**1,467**	**2,399**	**56**	**42,700**	
Total Economy	**1,520**	**2,477**	**59**	**42,000**	
of which: Business sector	**967**	**1,830**	**43**	**42,900**	

(1) Including government and non-profit institutions.
(2) Percentage of an industry's GDP that comes from satisfying tourism demand. "Total industry's GDP" is a broad variable as it also includes freight activities.

APPENDIX G: Detailed GDP and Employment for Tourism and Non-tourism Industries by Region, 1996

Table 2: GDP and Employment for Tourism and Non-Tourism Industries, Nova Scotia, 1996

Industry	Labour Income	GDP at Factor Cost	Number of Jobs	GDP per Job	Tourism's Share of Total Industry's GDP (2)
	(millions of dollars)		('000)	dollars	(%)
Tourism activities:					
Air transportation	68.8	81.4	x	x	72.8
Other passenger transportation	17.4	40.1	x	x	13.2
Total Transportation	**86.2**	**121.5**	**2.4**	**51,700**	**29.2**
Total Accommodation	**77.6**	**110.9**	**x**	**x**	**71.3**
Food and Beverage Services	**44.8**	**56.7**	**x**	**x**	**18.8**
Accommodation & Food and Beverage	**122.5**	**167.6**	**8.6**	**19,500**	**36.7**
Recreation and Entertainment	**21.8**	**34.3**	**x**	**x**	**24.0**
Travel Agencies	**13.9**	**14.2**	**x**	**x**	**98.3**
Total Tourism Industries	**244.3**	**337.6**	**12.9**	**26,300**	**32.8**
Other Industries	**71.4**	**97.7**	**3.6**	**27,200**	...
Total Tourism Activities	**315.7**	**435.3**	**16.5**	**26,500**	...
Non-Tourism Activities:					
Agriculture	82	187	9	20,100	
Fishing and trapping	50	265	6	43,200	
Logging and forestry	59	113	3	40,900	
Mining and oil wells	154	298	3	87,400	
Manufacturing	1,328	1,824	37	49,900	
Construction	675	893	26	35,000	
Transportation and storage	316	457	12	38,000	
Communications	343	603	9	65,200	
Other utilities	128	454	3	158,700	
Wholesale trade	563	768	15	49,600	
Retail trade	822	1,051	52	20,100	
Finance, insurance & real estate	623	3,117	18	169,000	
Business services	374	537	18	29,800	
Other industries (1)	4,603	5,683	168	33,800	
Total non-tourism activities	**10,120**	**16,251**	**381**	**42,700**	
Total Economy	**10,435**	**16,686**	**397**	**42,100**	
of which: Business sector	**6,525**	**12,226**	**285**	**43,000**	

(1) Including government and non-profit institutions.
(2) Percentage of an industry's GDP that comes from satisfying tourism demand. "Total industry's GDP" is a broad variable as it also includes freight activities.

APPENDIX G: Detailed GDP and Employment for Tourism and Non-tourism Industries by Region, 1996

Table 2: GDP and Employment for Tourism and Non-Tourism Industries, New Brunswick, 1996

Industry	Labour Income	GDP at Factor Cost	Number of Jobs	GDP per Job	Tourism's Share of Total Industry's GDP (2)
	(millions of dollars)		('000)	dollars	(%)
Tourism activities:					
Air transportation	23.3	27.1	x	x	69.8
Other passenger transportation	15.4	35.9	x	x	12.1
Total Transportation	**38.7**	**63.0**	**1.1**	**57,200**	**16.7**
Total Accommodation	**63.2**	**88.2**	**x**	**x**	**68.6**
Food and Beverage Services	**34.8**	**44.6**	**x**	**x**	**18.8**
Accommodation & Food and Beverage	**98.0**	**132.8**	**6.7**	**19,900**	**36.3**
Recreation and Entertainment	**16.1**	**20.6**	**x**	**x**	**22.8**
Travel Agencies	**4.8**	**5.4**	**x**	**x**	**98.5**
Total Tourism Industries	**157.6**	**221.9**	**9.0**	**24,800**	**27.8**
Other industries	**49.6**	**64.8**	**2.4**	**27,500**	...
Total Tourism Activities	**207.2**	**286.7**	**11.3**	**25,400**	...
Non-Tourism Activities:					
Agriculture	60	148	8	18,400	
Fishing and trapping	66	140	4	36,900	
Logging and forestry	145	364	5	72,100	
Mining and oil wells	168	354	4	87,900	
Manufacturing	1,245	2,232	34	65,400	
Construction	656	858	22	38,300	
Transportation and storage	402	587	16	37,400	
Communications	288	519	6	85,000	
Other utilities	135	533	3	189,200	
Wholesale trade	444	588	13	44,600	
Retail trade	666	846	40	21,000	
Finance, insurance & real estate	431	2,065	12	173,700	
Business services	292	428	13	32,400	
Other industries (1)	3,491	4,378	124	35,300	
Total non-tourism activities	**8,488**	**14,038**	**305**	**46,100**	
Total Economy	**8,696**	**14,325**	**316**	**45,400**	
of which: Business sector	**5,754**	**10,872**	**230**	**47,300**	

(1) Including government and non-profit institutions.
(2) Percentage of an industry's GDP that comes from satisfying tourism demand. "Total industry's GDP" is a broad variable as it also includes freight activities.

APPENDIX G: Detailed GDP and Employment for Tourism and Non-tourism Industries by Region, 1996

Table 2: GDP and Employment for Tourism and Non-Tourism Industries, Quebec, 1996

Industry	Labour Income	GDP at Factor Cost	Number of Jobs	GDP per Job	Tourism's Share of Total Industry's GDP (2)
	(millions of dollars)		('000)	dollars	(%)
Tourism activities:					
Air transportation	520.7	599.8	x	x	67.5
Other passenger transportation	130.2	292.0	x	x	9.0
Total Transportation	**650.9**	**891.8**	**18.1**	**49,400**	**21.6**
Total Accommodation	**556.2**	**730.4**	**x**	**x**	**67.6**
Food and Beverage Services	**343.8**	**425.7**	**x**	**x**	**16.5**
Accommodation & Food and Beverage	**899.9**	**1156.0**	**47.8**	**24,200**	**31.5**
Recreation and Entertainment	**165.5**	**238.5**	**x**	**x**	**18.1**
Travel Agencies	**236.2**	**280.1**	**x**	**x**	**98.3**
Total Tourism Industries	**1952.5**	**2566.4**	**81.4**	**31,600**	**27.3**
Other Industries	**552.1**	**812.4**	**22.7**	**35,900**	...
Total Tourism Activities	**2504.6**	**3378.8**	**104.0**	**32,500**	...
Non-Tourism Activities:					
Agriculture	579	2,231	79	28,400	
Fishing and trapping	23	76	2	32,500	
Logging and forestry	525	849	14	58,800	
Mining and oil wells	882	1,427	16	88,500	
Manufacturing	20,155	34,876	494	70,600	
Construction	5,522	7,399	180	41,200	
Transportation and storage	3,239	4,842	109	44,400	
Communications	2,203	4,390	62	70,500	
Other utilities	1,630	6,917	28	247,500	
Wholesale trade	5,943	8,013	165	48,500	
Retail trade	6,613	8,614	382	22,600	
Finance, insurance & real estate	6,231	20,630	169	122,100	
Business services	5,240	7,510	196	38,400	
Other industries (1)	33,973	42,912	1,176	36,500	
Total non-tourism activities	**92,757**	**150,686**	**3,073**	**49,100**	
Total Economy	**95,262**	**154,065**	**3,177**	**48,500**	
of which: Business sector	**67,582**	**122,551**	**2,409**	**50,900**	

(1) Including government and non-profit institutions.
(2) Percentage of an industry's GDP that comes from satisfying tourism demand. "Total industry's GDP" is a broad variable as it also includes freight activities.

APPENDIX G: Detailed GDP and Employment for Tourism and Non-tourism Industries by Region, 1996

Table 2: GDP and Employment for Tourism and Non-Tourism Industries, Ontario, 1996

Industry	Labour Income	GDP at Factor Cost	Number of Jobs	GDP per Job	Tourism's Share of Total Industry's GDP (2)
	(millions of dollars)		('000)	dollars	(%)
Tourism activities:					
Air transportation	854.4	1022.6	x	x	69.3
Other passenger transportation	217.6	563.1	x	x	12.1
Total Transportation	**1072.1**	**1585.7**	**26.9**	**58,900**	**25.9**
Total Accommodation	**987.3**	**1378.1**	**x**	**x**	**69.8**
Food and Beverage Services	**625.3**	**770.5**	**x**	**x**	**17.7**
Accommodation & Food and Beverage	**1612.6**	**2148.6**	**87.6**	**24,600**	**33.9**
Recreation and Entertainment	**386.1**	**541.2**	**x**	**x**	**23.0**
Travel Agencies	**396.2**	**491.1**	**x**	**x**	**98.4**
Total Tourism Industries	**3467.0**	**4766.6**	**150.5**	**31,700**	**31.1**
Other Industries	**979.0**	**1410.4**	**38.5**	**36,700**	...
Total Tourism Activities	**4446.0**	**6177.0**	**189.0**	**32,700**	...
Non-Tourism Activities:					
Agriculture	1,038	2,956	149	19,900	
Fishing and trapping	22	36	2	23,700	
Logging and forestry	426	609	9	70,500	
Mining and oil wells	1,241	3,108	23	133,200	
Manufacturing	40,610	68,538	889	77,100	
Construction	9,800	12,412	330	37,700	
Transportation and storage	4,676	7,490	150	50,100	
Communications	4,441	8,655	107	81,000	
Other utilities	2,677	10,039	46	220,500	
Wholesale trade	12,337	16,599	279	59,600	
Retail trade	11,160	14,097	626	22,600	
Finance, insurance & real estate	16,302	50,558	335	150,800	
Business services	12,338	17,312	402	43,100	
Other industries (1)	56,057	70,594	1,805	39,200	
Total non-tourism activities	**173,125**	**283,004**	**5,150**	**55,000**	
Total Economy	**177,571**	**289,181**	**5,339**	**54,200**	
of which: Business sector	**133,588**	**239,476**	**4,257**	**56,300**	

(1) Including government and non-profit institutions.
(2) Percentage of an industry's GDP that comes from satisfying tourism demand. "Total industry's GDP" is a broad variable as it also includes freight activities.

APPENDIX G: Detailed GDP and Employment for Tourism and Non-tourism Industries by Region, 1996

Table 2: GDP and Employment for Tourism and Non-Tourism Industries, Manitoba, 1996

Industry	Labour Income	GDP at Factor Cost	Number of Jobs	GDP per Job	Tourism's Share of Total Industry's GDP (2)
	(millions of dollars)		('000)	dollars	(%)
Tourism activities:					
Air transportation	105.0	120.9	x	x	70.5
Other passenger transportation	21.2	44.4	x	x	7.6
Total Transportation	**126.1**	**165.3**	**3.4**	**48,300**	**21.8**
Total Accommodation	**95.9**	**134.5**	**x**	**x**	**49.1**
Food and Beverage Services	**49.5**	**63.0**	**x**	**x**	**17.3**
Accommodation & Food and Beverage	**145.4**	**197.5**	**8.4**	**23,500**	**31.0**
Recreation and Entertainment	**25.6**	**37.6**	**x**	**x**	**21.5**
Travel Agencies	**19.9**	**26.8**	**x**	**x**	**98.1**
Total Tourism Industries	**317.0**	**427.2**	**14.0**	**30,500**	**26.7**
Other Industries	**89.3**	**129.6**	**3.8**	**34,000**	...
Total Tourism Activities	**406.3**	**556.7**	**17.8**	**31,300**	...
Non-Tourism Activities:					
Agriculture	202	1,308	44	30,000	
Fishing and trapping	2	11	1	14,000	
Logging and forestry	22	41	1	59,600	
Mining and oil wells	306	562	5	106,200	
Manufacturing	2,008	3,284	57	57,800	
Construction	905	1,210	33	36,300	
Transportation and storage	827	1,288	26	49,800	
Communications	400	816	11	71,900	
Other utilities	233	1,047	5	195,000	
Wholesale trade	919	1,315	26	51,600	
Retail trade	996	1,284	64	20,000	
Finance, insurance & real estate	988	3,926	29	133,900	
Business services	473	731	24	30,400	
Other industries (1)	5,619	7,029	215	32,800	
Total non-tourism activities	**13,899**	**23,852**	**541**	**44,100**	
Total Economy	**14,305**	**24,408**	**559**	**43,700**	
of which: Business sector	**9,651**	**19,051**	**414**	**46,100**	

(1) Including government and non-profit institutions.
(2) Percentage of an industry's GDP that comes from satisfying tourism demand. "Total industry's GDP" is a broad variable as it also includes freight activities.

APPENDIX G: Detailed GDP and Employment for Tourism and Non-tourism Industries by Region, 1996

Table 2: GDP and Employment for Tourism and Non-Tourism Industries, Saskatchewan, 1996

Industry	Labour Income	GDP at Factor Cost	Number of Jobs	GDP per Job	Tourism's Share of Total Industry's GDP (2)
	(millions of dollars)		('000)	dollars	(%)
Tourism activities:					
Total Transportation	**68.9**	**92.4**	**1.8**	**51,200**	**23.0**
Total Accommodation	**82.7**	**136.9**	**x**	**x**	**53.2**
Food and Beverage Services	**43.3**	**61.1**	**x**	**x**	**18.0**
Accommodation & Food and Beverage	**126.1**	**198.0**	**8.4**	**23,700**	**33.2**
Recreation and Entertainment	**16.0**	**28.9**	**x**	**x**	**22.1**
Travel Agencies	**10.1**	**13.7**	**x**	**x**	**98.2**
Total Tourism Industries	**221.1**	**333.0**	**12.1**	**27,500**	**29.1**
Other Industries	**76.6**	**109.1**	**3.9**	**28,100**	...
Total Tourism Activities	**297.7**	**442.1**	**16.0**	**27,600**	...
Non-Tourism Activities:					
Agriculture	319	2,908	80	36,300	
Fishing and trapping	0	4	0	20,600	
Logging and forestry	31	90	1	102,100	
Mining and oil wells	616	4,000	11	361,100	
Manufacturing	886	1,625	25	66,400	
Construction	875	1,349	29	47,200	
Transportation and storage	513	1,171	18	65,600	
Communications	336	721	8	85,000	
Other utilities	166	740	3	227,500	
Wholesale trade	702	1,315	22	60,400	
Retail trade	868	1,154	56	20,600	
Finance, insurance & real estate	786	3,198	25	128,800	
Business services	466	707	17	42,400	
Other industries (1)	4,434	5,744	177	32,400	
Total non-tourism activities	**10,999**	**24,727**	**472**	**52,500**	
Total Economy	**11,297**	**25,169**	**488**	**51,700**	
of which: Business sector	**7,506**	**20,726**	**367**	**56,500**	

(1) Including government and non-profit institutions.
(2) Percentage of an industry's GDP that comes from satisfying tourism demand. "Total industry's GDP" is a broad variable as it also includes freight activities.

APPENDIX G: Detailed GDP and Employment for Tourism and Non-tourism Industries by Region, 1996

Table 2: GDP and Employment for Tourism and Non-Tourism Industries, Alberta, 1996

Industry	Labour Income	GDP at Factor Cost	Number of Jobs	GDP per Job	Tourism's Share of Total Industry's GDP (2)
	(millions of dollars)		('000)	dollars	(%)
Tourism activities:					
Air transportation	252.2	303.7	x	x	68.9
Other passenger transportation	69.2	170.0	x	x	11.8
Total Transportation	**321.4**	**473.8**	**8.1**	**58,500**	**25.3**
Total Accommodation	**367.2**	**596.7**	**x**	**x**	**63.7**
Food and Beverage Services	**177.3**	**237.8**	**x**	**x**	**18.4**
Accommodation & Food and Beverage	**544.5**	**834.4**	**25.9**	**32,300**	**37.4**
Recreation and Entertainment	**101.9**	**151.7**	**x**	**x**	**24.1**
Travel Agencies	**97.8**	**123.4**	**x**	**x**	**98.4**
Total Tourism Industries	**1065.6**	**1583.3**	**44.1**	**36,000**	**32.6**
Other Industries	**283.3**	**397.6**	**12.1**	**32,800**	...
Total Tourism Activities	**1348.9**	**1980.9**	**56.2**	**35,300**	...
Non-Tourism Activities:					
Agriculture	505	2,849	110	26,100	
Fishing and trapping	1	3	0	9,900	
Logging and forestry	134	238	3	79,800	
Mining and oil wells	4,099	20,337	69	296,600	
Manufacturing	4,446	9,662	111	87,100	
Construction	4,135	5,540	135	41,200	
Transportation and storage	1,963	3,779	60	63,200	
Communications	993	2,193	25	87,500	
Other utilities	458	2,212	9	257,800	
Wholesale trade	2,982	4,347	69	62,700	
Retail trade	3,033	3,792	168	22,600	
Finance, insurance & real estate	2,892	11,063	69	161,500	
Business services	3,161	4,321	97	44,500	
Other industries (1)	13,307	17,332	477	36,400	
Total non-tourism activities	**42,110**	**87,668**	**1,400**	**62,600**	
Total Economy	**43,459**	**89,649**	**1,457**	**61,600**	
of which: Business sector	**33,662**	**77,928**	**1,178**	**66,200**	

(1) Including government and non-profit institutions.
(2) Percentage of an industry's GDP that comes from satisfying tourism demand. "Total industry's GDP" is a broad variable as it also includes freight activities.

APPENDIX G: Detailed GDP and Employment for Tourism and Non-tourism Industries by Region, 1996

Table 2: GDP and Employment for Tourism and Non-Tourism Industries, British Columbia, 1996

Industry	Labour Income	GDP at Factor Cost	Number of Jobs	GDP per Job	Tourism's Share of Total Industry's GDP (2)
	(millions of dollars)		('000)	dollars	(%)
Tourism activities:					
Air transportation	564.5	652.0	x	x	70.6
Other passenger transportation	110.2	268.2	x	x	11.6
Total Transportation	**674.7**	**920.2**	**15.2**	**60,500**	**28.4**
Total Accommodation	**683.6**	**958.3**	**x**	**x**	**65.4**
Food and Beverage Services	**295.5**	**368.4**	**x**	**x**	**17.3**
Accommodation & Food and Beverage	**979.2**	**1326.8**	**42.1**	**31,600**	**37.0**
Recreation and Entertainment	**161.5**	**222.4**	**x**	**x**	**25.9**
Travel Agencies	**210.9**	**255.1**	**x**	**x**	**98.5**
Total Tourism Industries	**2026.3**	**2724.4**	**71.2**	**38,300**	**34.3**
Other Industries	**430.0**	**559.0**	**13.5**	**41,600**	...
Total Tourism Activities	**2456.3**	**3283.4**	**84.6**	**38,900**	...
Non-Tourism Activities:					
Agriculture	416	830	48	17,400	
Fishing and trapping	61	328	6	53,700	
Logging and forestry	1,579	3,309	28	119,100	
Mining and oil wells	895	2,474	15	163,600	
Manufacturing	7,683	11,427	164	69,900	
Construction	4,496	5,966	152	39,200	
Transportation and storage	2,494	3,890	66	58,700	
Communications	1,447	2,794	33	85,200	
Other utilities	567	2,407	10	241,500	
Wholesale trade	3,590	4,755	86	55,200	
Retail trade	4,643	5,700	227	25,100	
Finance, insurance & real estate	4,703	17,338	105	165,600	
Business services	3,458	4,810	119	40,400	
Other industries (1)	20,028	24,950	659	37,900	
Total non-tourism activities	**56,060**	**90,978**	**1,719**	**53,000**	
Total Economy	**58,517**	**94,261**	**1,803**	**52,300**	
of which: Business sector	**43,668**	**77,366**	**1,424**	**54,400**	

(1) Including government and non-profit institutions.
(2) Percentage of an industry's GDP that comes from satisfying tourism demand. "Total industry's GDP" is a broad variable as it also includes freight activities.

APPENDIX G: Detailed GDP and Employment for Tourism and Non-tourism Industries by Region, 1996

Table 2: GDP and Employment for Tourism and Non-Tourism Industries, Yukon, 1996

Industry	Labour Income	GDP at Factor Cost	Number of Jobs	GDP per Job	Tourism's Share of Total Industry's GDP (2)
	(millions of dollars)		('000)	dollars	(%)
Tourism activities:					
Total Transportation	x	x	x	x	x
Total Accommodation	17.0	28.0	x	x	56.1
Food and Beverage Services	3.2	4.1	x	x	26.4
Accommodation & Food and Beverage	20.1	32.1	0.7	47,000	49.0
Recreation & Entertainment and Travel Agencies	x	x	x	x	x
Total Tourism Industries	29.0	45.1	1.1	42,900	45.2
Other Industries	3.9	5.2	0.1	34,900	...
Total Tourism Activities	32.9	50.2	1.2	41,900	...
Non-Tourism Activities:					
Agriculture	1	2	0	12,200	
Fishing and trapping	0	0	0	3,400	
Logging and forestry	1	3	0	30,700	
Mining and oil wells	59	150	1	183,700	
Manufacturing	6	7	0	39,400	
Construction	60	84	1	82,900	
Transportation and storage	12	18	0	49,200	
Communications	16	32	0	94,700	
Other utilities	6	26	0	275,400	
Wholesale trade	28	38	0	81,300	
Retail trade	39	50	2	27,000	
Finance, insurance & real estate	26	123	0	276,000	
Business services	12	24	0	51,400	
Other industries (1)	332	436	7	59,700	
Total non-tourism activities	599	993	14	73,000	
Total Economy	631	1,043	15	70,500	
of which: Business sector	338	675	9	74,100	

(1) Including government and non-profit institutions.
(2) Percentage of an industry's GDP that comes from satisfying tourism demand. "Total industry's GDP" is a broad variable as it also includes freight activities.

APPENDIX G: Detailed GDP and Employment for Tourism and Non-tourism Industries by Region, 1996

Table 2: GDP and Employment for Tourism and Non-Tourism Industries, Northwest Territories, 1996

Industry	Labour Income	GDP at Factor Cost	Number of Jobs	GDP per Job	Tourism's Share of Total Industry's GDP (2)
	(millions of dollars)		('000)	dollars	(%)
Tourism activities:					
Total Transportation	x	x	x	x	x
Total Accommodation	**15.8**	**22.0**	x	x	**61.9**
Food and Beverage Services	**3.2**	**3.7**	x	x	**16.9**
Accommodation & Food and Beverage	**19.0**	**25.7**	**0.7**	**37,700**	**44.8**
Recreation & Entertainment and Travel Agencies	x	x	x	x	x
Total Tourism Industries	**34.9**	**45.1**	**1.1**	**41,600**	**42.2**
Other Industries	**4.2**	**5.3**	**0.2**	**33,600**	...
Total Tourism Activities	**39.0**	**50.4**	**1.2**	**40,600**	...
Non-Tourism Activities:					
Agriculture	1	2	0	6,900	
Fishing and trapping	1	2	0	8,300	
Logging and forestry	3	5	0	61,800	
Mining and oil wells	187	494	2	220,000	
Manufacturing	10	10	0	29,300	
Construction	168	232	2	107,600	
Transportation and storage	70	132	1	105,400	
Communications	26	58	0	172,500	
Other utilities	21	55	0	178,700	
Wholesale trade	35	46	1	80,100	
Retail trade	86	107	4	28,700	
Finance, insurance & real estate	54	268	1	340,500	
Business services	34	49	1	60,000	
Other industries (1)	714	892	15	61,200	
Total non-tourism activities	**1,410**	**2,352**	**28**	**84,600**	
Total Economy	**1,449**	**2,402**	**29**	**82,700**	
of which: Business sector	**789**	**1,598**	**17**	**92,400**	

(1) Including government and non-profit institutions.
(2) Percentage of an industry's GDP that comes from satisfying tourism demand. "Total industry's GDP" is a broad variable as it also includes freight activities.

Glossary

Domestic demand includes the expenditures associated with tourism activity within a given region by residents of that region.

Domestic supply of tourism commodities is defined as the total production in a given region of the tourism commodities that are mainly produced by tourism industries. Not all of domestic supply is purchased by visitors, so that supply exceeds tourism demand. For example, tourists purchase only a small proportion of food and beverage services, with most going to local consumption. Also, supply does not include imports. For example the sale of a ticket on a non-Canadian airline is excluded from supply.

Factor cost is a valuation reflecting the cost of the factors of production (labour and capital) to the producer. It corresponds to the value remaining after the deduction from market prices of indirect taxes and the addition of subsidies. See market prices.

Gross Domestic Product is the total unduplicated value of the goods and services produced in a region during a given period. GDP can be measured three ways: as total incomes earned in current production, as total final sales of current production, or as total net values added in current production.

Gross Domestic Product per Job is the total value of GDP divided by the number of jobs in a given region.

International demand, or foreign tourism demand, can also be described as exports. It is the expenditures by non-residents of Canada on tourism in Canada.

Inter-provincial demand is tourism expenditures by Canadian tourists made in a province or territory in Canada where they are not a resident.

Labour compensation per job is equal to total labour income divided by total employment in a given region.

Labour income equals the sum of wages and salaries plus supplementary labour income.

Market prices are a valuation expressed in terms of the prices actually paid by the purchaser, that is, including indirect taxes less subsidies. See factor cost.

Net income of unincorporated business is equal to earnings of unincorporated proprietors, except farm operators, from their own business. It includes the net income of unincorporated businesses and self-employed individuals, as well as the net rental income of persons.

Other operating surplus is equal to income from production other than labour or mixed income. It includes depreciation and profit.

Supplementary labour income is the employers' social contributions, either compulsory or voluntary. It includes retirement allowances and contributions to employment insurance, the Canada and Quebec Pension Plans, other pension plans, workers' compensation, medicare, dental plans, short- and long-term disability insurance, etc.

Tourism, as defined by the World Tourism Organisation and the United Nations Statistical Commission, is "the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes. In Canada, usual environment is defined as less than 80 kilometres one way away from home. Exclusions are commuting, travel for education, travel by armed forces or diplomats, and migration. Crossing an international boundary is considered tourism regardless of distance travelled.

Tourism Commodity is a good or service for which a significant part of its total demand in Canada comes from tourists.

Tourism Demand is defined as the spending of Canadian and non-resident visitors on domestically produced commodities. Total tourism demand is the sum of domestic demand, international demand and inter-provincial demand.

Tourism Employment is a measure of employment generated by tourism activities within tourism and non-tourism industries. It is based on an estimate of jobs rather than full time equivalents. Thus, someone who works 10 hours a week and someone who works 50 hours a week both count as one tourism job.

Tourism Exports is defined as the spending of non-resident visitors on domestically produced commodities. Total tourism exports is the sum of international demand and inter-provincial demand. International demand is the expenditures on tourism from non-residents. Inter-provincial demand is expenditures by Canadian visitors made in a province or territory, of which they are not a resident.

Tourism Industry is an industry that would cease to exist or would continue to exist only at significantly reduced levels of activity in the absence of tourism. Tourism characteristic industries are passenger transportation, accommodation, food and beverage services, recreation and entertainment and travel agencies.

Wages and salaries equal the total remuneration, in cash or in kind, paid to employees in return for work done. It is recorded on a gross basis, before any deduction for income taxes, pensions, unemployment insurance and other social insurance schemes. It also includes other forms of compensation, namely commissions, tips, bonuses, directors' fees and allowances such as those for holidays and sick leave, as well as military pay and allowances. It excludes employers' social contributions, which are treated as supplementary labour income.

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